

Danna Rengifo

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EDUCATION

Santa Clara University, Leavey School of Business
Bachelor of Science in Commerce

Santa Clara, California
Class of 2027

- **Major:** Marketing

Mission College

Santa Clara, California

Associate of Science

August 2021-May 2025

- **Major:** Business Administration & Graphic Design
- **Activities:** Associated Student Government Director of Marketing

PROFESSIONAL EXPERIENCE

Special Projects Representative

Santa Clara, California

PFU America, Inc. (Corporate)

June 2025-Present

- Game-day & VIP logistics (NFL/49ers, 2025 season): Managed ticketing blocks, hospitality check-ins, guest seating, and on-site escalation to deliver smooth fan experiences and partner satisfaction.
- Built and presented executive decks; coordinated C-suite calendars, meeting logistics, and vendor scheduling.
- Coordinated legal/CFO approvals and procurement workflows; created post-event surveys and analyzed results to inform stakeholders.

Social Media Marketing Intern

Pacific Grove, California

Social View Agency

May 2025-Present

- Fitness/events content ops: Built weekly editorial calendars; published daily Stories and EOD feed posts around promos, events, and wellness tips.
- Maintained brand voice and look; iterated captions/graphics from feedback; contributed light video editing and Canva design work.

Director of Marketing for the Associated Student Government

Santa Clara, California

Mission College

Aug 2024 - May 2025

- Drove 168% growth in social engagement in one semester; marketed 5 major events and produced 15+ digital assets that boosted attendance and awareness campus-wide.
- Strengthened student government: led outreach that increased diversity by 25%, advised initiatives to enhance student life, and collaborated weekly with an 18-member senate.

Marketing & Social Media Intern

Santa Clara, California

Santa Clara Parade of Champions (Non-Profit)

May 2024 - December 2024

- Sports activation lead: Co-launched the Sports Fan Zone (2024), featuring 3 professional teams and 10+ youth sports groups; owned partner outreach, day-of logistics, and accommodation.
- Marketed the Fan Zone and parade to the community; supported a 3,000+ attendee event footprint with run-of-show execution.
- Delivered +44% website traffic and +34% Facebook engagement (2,000+ member community); produced 25+ branded assets for SCPoC's rebrand.

SKILLS

Game-Day Logistics (Ticketing & Hospitality) · Event Run-of-Show · Partner Outreach · Community Engagement · Social Media Management · Content Calendars · Copywriting · Short-form Video · Canva/Adobe CC · WordPress · Google Analytics · Spanish
