

COLTON BARRAZA

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PROFESSIONAL SUMMARY

Motivated and analytical business student with hands-on experience in customer engagement, brand presentation, and fast-paced team environments. Strong communicator with a growing foundation in marketing strategy, consumer behavior, and data-driven decision-making. Known for adaptability, professionalism, and the ability to understand customer needs to support high-quality brand and service experiences. Seeking to leverage a mix of communication, problem-solving, and business knowledge in an entry-level marketing role.

EDUCATION

University of Nevada, Reno – College of Business
Bachelor of Science in Finance (Marketing coursework)
Expected Graduation: 2025

High School Diploma – 2025
Incline Village, NV

MARKETING-RELATED SKILLS

- Customer Engagement & Experience
- Brand Representation
- Social Media Awareness & Trend Monitoring
- Content Organization & Storytelling
- Market Research (basic)
- Team Collaboration
- Problem-Solving & Adaptability
- Point-of-Sale & Front-of-House Systems

RELEVANT EXPERIENCE**Sage Leaf Restaurant – Incline Village, NV**

Host / Front-of-House Support | July 2025 – Present

- Delivered strong customer experience by welcoming guests, managing reservations, and ensuring smooth table flow—skills that directly support consumer-facing marketing roles.
- Collaborated with cross-functional teams to maintain consistent service quality and brand standards.
- Strengthened communication and conflict-resolution skills during peak-hour operations.
- Helped maintain the restaurant's brand image through guest interaction and atmosphere management.

Kokanee Bar & Grill – Incline Village, NV

Front-of-House Team Member | June 2022 – August 2022

- Managed seating flow, processed payments, and addressed customer questions, supporting a positive brand experience.
- Supported both kitchen and service staff, demonstrating adaptability and operational understanding.
- Built strong teamwork, communication, and problem-solving abilities in a fast-paced environment.

ADDITIONAL SKILLS

- Microsoft Excel: VLOOKUP, XLOOKUP, IF formulas, PivotTables
- Google Suite & Microsoft Office
- POS Systems
- Basic Data Interpretation
- Adaptability & Professionalism