

Joshua Ong Padilla

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Summary

- Hardworking Entrepreneur skilled in digital marketing, media development, and strategic business planning. Visionary and decisive leader with a clear understanding of complex business needs. A class of 2024 alumni from UNT's CMHT Business program.
- Accomplished individual recognized for initiating positive environments where employees thrive and succeed. Multitasking professional with exceptional composure and poise. Expert in communication, creativity and teamwork skills. Clothing brand owner.

Skills

- Servant Leadership
- Problem-solving
- Strong work ethic
- Adaptability
- Effective time management
- Team oriented
- Social media marketing
- Communication

Education

Bachelor of Science: Digital Retailing
Graduation Date: June 2024
University of North Texas

Minor in: Consumer Experience Management
GPA: 3.9 / 4.0 /// **Magna Cum Laude**
Denton, TX

Work Experience

Digital Marketing / Merchandiser April 2024 to November 2024

Shoebacca Shoe Company – Irving, TX

- Managed and enhanced digital merchandising for a catalog of 3,000 plus SKUs, utilizing SEO best practices to improve product visibility and drive conversion rates.
- Analyzed customer behavior and sales data to implement strategic promotions, resulting in a 15% increase in category revenue during peak seasons.
- Partnered with marketing operations and design teams to ensure seamless execution of seasonal campaigns.

Brand Ambassador

June 2022 to March 2024

Polo Ralph Lauren – Fort Worth, Texas

- Provided excellent customer service on a daily basis and ensured customers shopped in a friendly and relaxed environment, increased customer satisfaction and decreased items return rate
- Back of house operations ensuring that product was placed out on the floor in their designated departments.
- Cash Register operations and provided excellent customer service to every single customer that entered the establishment.
- Meeting sales target, upselling, and cross-selling products to ensure that customers were receiving the best deal to satisfy their needs.

Ecommerce Jewelry Member

December 2020 to March 2022

Gold Presidents Jewelry – Dallas, Texas

- Handled logistics and order fulfillment to ensure that our average of number orders per day always shipped on time and in the best condition, initiated over 400 orders per day and shipped via UPS.
- Managed and worked with my team to help ensure the desired amount of orders was reached every week
- Utilized UX/UI on Gold president website by using the latest Shopify modules and collaborating with my colleagues.
- Performed market research and competitor analysis in order to find new ideas to extend the existing product lines

Accomplishments

- **CMHT Leadership Academy:**

1. Participated in hosting weekly book discussions with my fellow members.
2. Lead presentations to showcase the culture and unity in business program.
3. Cultivated a genuine and ambitious community of leaders.

- **Phi Theta Kappa Honor Society**

1. Academic achievement
2. Leadership experience
3. Community service