

Rafael Amezcua

San Diego, CA • (832) 970-7839 • ramezcua12@gmail.com • linkedin.com/in/rafael-amezcua/

U.S. Navy Veteran & Marketing Student at USD | Leadership · Community Impact · Project Coordination | Aspiring Marketing & Brand Strategy Professional

EDUCATION

University of San Diego (USD) — BBA, Marketing | Minor: Changemaking | Expected 2028

San Diego City College — A.S. Business Administration (2025) | Dean's List | Phi Theta Kappa Honor Society | GPA: 3.9

TECHNICAL SKILLS & CERTIFICATIONS

Marketing & Brand Operations: Content Calendar Management • Community Engagement • Performance Tracking • Social Media Content • Campaign Planning

Project Management: Agile • Scrum • Jira • Trello • ClickUp • Slack • Cross-Functional Collaboration

Data & Analysis: Data Analytics • Risk Management • Strategic Planning • Microsoft Excel • Google Sheets

Certifications: Agile Explorer (IBM, 2023) • Foundations of Project Management (Coursera, 2023) • Enterprise Design Thinking Practitioner (IBM, 2023) • Tactical Computer Network Operator (U.S. Navy, 2020)

WORK EXPERIENCE

Aspire Skills Development | Project Management Intern | Remote / San Diego, CA | 09/2025 – 12/2025

- Founded and led Cycle Care, a student sustainability brand, planning and executing community campaigns, donation drives, and DIY workshops across multiple campuses.
- Created and published social media content and educational materials, monitoring engagement metrics to refine messaging and improve campaign turnout.
- Maintained project timelines, documentation, and content workflows using ClickUp, Slack, and Google Suite; collaborated with faculty, student orgs, and the Basic Needs Center.
- Built community trust through direct student engagement, responding to questions and driving participation across San Diego City College and UCLA.

United States Navy | Sonar Technician Specialist | San Diego, CA | 07/2019 – 10/2023

- Led and trained 15+ personnel in high-accountability operations, achieving a 100% safety record across 50+ submarine port evolutions, demonstrating strong team leadership and communication.
- Directed logistics and scheduling for 500+ time-sensitive supply transfers and 100 personnel movements supporting 40+ ship inspections, ensuring zero missed deadlines.
- Spearheaded combat readiness evaluations as Sonar Technician, earning a 100% team score and contributing to the preparedness of a \$3.4B naval warship.
- Managed sensitive information and complex workflows requiring discretion, attention to detail, and cross-functional coordination.

LEADERSHIP & ACTIVITIES

Founder & President, Cycle Care (2024–Present) — Built and led a sustainability-focused student brand from the ground up; drove engagement through campaigns, workshops, and educational outreach.

Co-Founder & Vice President, Mock Trial Team (2024) — Organized SDCC's first Mock Trial team, coordinating recruitment, training sessions, and fundraising.

Director of Membership, Phi Theta Kappa (2024–2025) — Managed recruitment and member engagement supporting scholarships and community service.