

# Amber Appel

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## Education

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**California State University, Long Beach — Long Beach, California**

**B.S. in Marketing** | Expected Graduation May 2026 |

**Relevant Course Work: MKTG 437 and 487 Digital Marketing, MKTG 340 Professional Selling**

## Awards and Achievements

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- American Marketing Association (AMA) Member of the Month – February 2025
  - Grammar & Essential Mechanics for Business Professional Writing Proficiency – December 2024
  - Associate Tier Certification, American Marketing Association (AMA) – December 2024
  - Business Professional Certificate – December 2024

## Work Experience

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**Marketing and Development Intern | Leadership Long Beach, Long Beach CA** **August 2025 — Present**

- Supported marketing campaigns through social media content creation, scheduling, and audience engagement
- Assisted with organizing and reviewing social media and campaign engagement data to evaluate performance and inform future content
- Collaborated with team members across marketing and events to support outreach initiatives and campaign execution

**Warehouse Associate | 49er Shops Inc, Long Beach CA** **December 2024 — Present**

- Stocked and organized 500 books per week, improving inventory efficiency.
- Check and verify book inventory for accuracy and availability.
- Verified and entered inventory and order data with a high level of accuracy to support daily warehouse operations.

**Residential Cleaning Specialist | Indian Creek Lodge, Douglas City, CA** **June 2023 — August 2023**

- Meticulously cleaned and sanitized an average of 7 spaces per shift, ensuring adherence to strict health and safety standards.
- Recognized by management for consistently delivering high-quality service and attention to detail
- Boosted team productivity by assisting coworkers with their assigned tasks when needed.

**Restaurant Team Member | McDonald's Restaurant, Shasta Lake, CA** **May 2022 — August 2022**

- Delivered high-quality customer service in a fast-paced environment, efficiently handling up to 150 orders per shift.
- Communicate with the team to effectively manage operations and productively multitask in a fast-paced environment.
- Worked with the POS system to place orders and accurately record all financial transactions.

## Leadership And Involvement

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**American Marketing Association (AMA), Long Beach, CA**

- **Director Of Community Service** **June 2025 – Present**
  - Led community service and fundraising initiatives through a strategic partnership with WAGS Pet Adoption, coordinating events and volunteer efforts
  - Managed planning, logistics, and communication across committee, WAGS Pet Adoption, and student volunteers to ensure successful execution
  - Led planning and execution of a large-scale Benefit Concert fundraiser for WAGS Pet Adoption, coordinating performers, volunteers, and logistics
- **Community Service Committee Member** **September 2024 – May 2025**
  - Collaborated with a team of four to organize and participate in nest restoration projects and fundraising events, including a thrift store and benefit concert, to support Amigos de Bolsa Chica's conservation initiatives.
- **Mentorship Program Member** **February 2025 – May 2025**
  - Connected with an industry professional and gained practical advice on career paths, internships, and personal branding

## Skills

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**Organization | Digital Marketing | Inventory Management | Microsoft Office | Data Entry | Google Analytics | Canva | Neon One (Nonprofit CRM & Fundraising Platform) | Market Research & Analysis | Marketing Campaign Support | Event and Campaign Coordination**