

Mariana Garcia

Marketing & Brand Strategy | Beauty, Fashion and CPG
mgarciah@umich.edu | (610) 517 3108 | [LinkedIn](#)

Education

University of Michigan, College of Literature, Science, and the Arts

Ann Arbor, MI

Bachelor of General Studies: Concentration in Marketing & Brand Strategy for Beauty and CPG

Expected June 2027

- Relevant Coursework: Advertising Strategy, Developing Creative Content & Campaign Strategy, Building Brand Reputation

Work Experience

Doner

Detroit, MI

Brand Strategy Intern

June 2026 - August 2026

- Analyzed consumer behavior, cultural trends, and social sentiment using MRI-Simmons, Infegy, Mintel, and Statista; translated insights into brand narratives and creative briefs.
- Conducted cross-channel competitive analysis across social, in-store, and marketing activations to identify whitespace opportunities and inform positioning strategies.
- Developed and presented a 4C analysis for a private-label brand, synthesizing consumer, cultural, competitive, and company insights into recommendations that prompted additional investment in brand strategy research.
- Led end-to-end strategy for Doner's Instagram, including audience research, content strategy, and editorial planning; partnered with creative and presented the final strategy to senior leadership.

L'Oréal

Remote

USA Diverse Leaders Fellow

March 2024 - October 2024

- Selected for a competitive fellowship focused on brand strategy, product development, and go-to-market execution across Marketing, Supply Chain, Sales, and R&D.
- Developed an AI-driven concept for L'Oréal Brandstorm, leveraging consumer insights to enhance professional product sales and elevate customer experience.
- Strengthened understanding of beauty supply chain and distribution through mentorship and industry exposure, connecting operational processes to brand and go-to-market strategy.

Sephora

Boynton Beach, FL

Beauty Advisor

May 2024 - August 2024

- Built lasting client relationships through personalized beauty consultations and follow-ups, strengthening customer loyalty, product engagement, and repeat purchase opportunities.
- Supported promotional events and product launches for brands including Fenty Beauty, NARS, and Tarte, driving increased visibility, customer engagement, and overall sales growth for both the individual brands and Sephora.

Ulta Beauty

Boynton Beach, FL

Beauty Advisor

May 2023 - August 2023

- Accelerated store performance and generated measurable revenue impact by securing 200+ loyalty enrollments and 30+ credit card sign-ups, consistently surpassing sales expectations while deepening customer retention and engagement.
- Advised 50+ clients daily, driving larger basket sizes and increased sales through upselling and cross-selling.
- Processed 100+ transactions per shift, ensuring a smooth customer experience while maintaining focus on sales opportunities.

Leadership & Involvement

Face Card

Remote

Founder & Strategist

January 2026 - Present

- Founded and currently lead a digital-first beauty advisory brand delivering curated skincare and makeup recommendations tailored to Gen Z consumers' unique skin concerns, budgets, and evolving aesthetic goals across multiple social platforms.
- Conduct consumer research, trend analysis, and social listening to shape content strategy and identify emerging beauty trends.
- Produce and edit short-form content including tutorials, product roundups, and branded stills using CapCut and Canva to maintain cohesive storytelling, educate and convert audiences, and support follower engagement.

Theta Tau, Theta Gamma Chapter

Ann Arbor, MI

Social Media Head, Recruitment Lead

January 2024 - Present

- Lead social media and recruitment strategy reaching 250+ prospective members per semester through integrated content, digital promotion, and event marketing.
- Develop recruitment campaigns and partnerships designed to broaden candidate reach and strengthen representation across the organization.

Skills

Business Tools: Excel, Google Workspace, Microsoft Office, Microsoft Copilot, ChatGPT

Consumer Insights & Analytics: MRI-Simmons, Mintel, Infegy, Brandwatch, StatSocial, Statista

Digital & Content: Meta Business Suite, Canva, CapCut, Social Strategy, Content Planning

Languages: Spanish (Native/Fluent)