

# Darla Co

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## EXPERIENCE

### Apple Inc.

#### *Product Specialist*

San Diego, CA

AUGUST 2024 - Present

- Deliver personalized learning experiences for customers by explaining product features, providing hands-on guidance, & supporting troubleshooting, contributing to consistently high Net Promoter Scores, ranging around 89-95%.
- Collaborate & learn from team members daily on strategies to ensure every customer is acknowledged & assisted, improving the workflow of the store as a whole.
- Proactively seek feedback from management on improving business introductions & AppleCare+ attachment techniques; applying new approaches immediately, resulting in measurable improvement in customer adoption rates.

### SD Backyard LLC

#### *Marketing Manager*

San Diego, CA

MAY 2023 - AUGUST 2024

- Directed social media strategy across 8 restaurant Instagram accounts, increasing engagement & growing one brand's following from 7K to nearly 10K in 3 months.
- Produced video and motion content for TikTok that reached 800K+ views & 164K likes within 2 months, strengthening digital brand visibility.
- Collaborated with business owner & cross-functional teams to develop brand identities, marketing campaigns, & design assets for 8 restaurants, contributing to stronger community recognition.
- Created 4-5 initial sketches, prototypes, and design samples for marketing assets; on average 60-75% were approved, with some finalized after the first sketch, reflecting efficiency & alignment with stakeholder vision.
- Designed menus, logos, and print materials using Figma, Illustrator, and Procreate, applying typography and color theory to create cohesive brand identities.

### Formoosa

#### *Server/Food Runner*

San Diego, CA

MARCH 2022 - MAY 2023

- Communicated with coworkers & kitchen staff to ensure every table's needs were met, delivering excellent guest experiences in a fast-paced, high-volume environment.
- Strived to give every table a memorable dining experience, contributing to 591 positive Yelp reviews highlighting excellent & efficient service.

### ACMA Take One Internship

#### *Video Production & Social Media Intern*

San Diego, CA

JANUARY 2018 - NOVEMBER 2018

- Assisted in production of short film 'Butterfly' by coordinating shoots, managing set logistics, & supporting the creative team.
- Managed & updated the organization's Facebook profile, improving audience engagement & visibility of film projects.

## EDUCATION

University of California, San Diego - *B.A. in Communications & Design, Class of 2021*

## SKILLS

Social Media Strategy, Content Creation, Brand Development, Photography & Photo Editing, Video Editing, **Adobe Photoshop, Illustrator, InDesign, Lightroom, Procreate, Canva**