

# Jessica Quesada

Scottsdale, Arizona

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## EDUCATION

- W. P. Carey School of Business, Arizona State University** 2025  
Master of Business Administration, (MBA) | GPA: 3.45/4.0
- Sandra Day O'Connor College of Law, Arizona State University** 2025  
Master of Legal Studies, (MLS) | GPA: 3.37/4.0  
Emphasis in Business Law and Corporate & Healthcare Compliance
- W. P. Carey School of Business, Arizona State University** 2023  
Bachelor of Arts (B.A), Business Administration | *Accelerated Program Completion*

## CERTIFICATIONS

- Google** 2023  
Certificate, Foundations of Project Management | Credential ID: XV8CAX874TDQ
- Harvard Business School** 2022  
Certificate, Organizational Leadership

## SKILLS & STRENGTHS

**CliftonStrengths:** 1. **Intellection**, 2. **Relator**, 3. **Individualization**, 4. **Achiever**, 5. **Learner**.

- **Intellection:** Applies deep analytical thinking to solve complex legal, regulatory, and operational challenges.
- **Relator & Individualization:** Builds strong relationships and tailors strategies to meet the needs of diverse stakeholders.
- **Achiever & Learner:** Drives measurable outcomes while continuously learning & improving processes to enhance organizational impact.

**Digital Design:** Canva, Adobe Creative Suite – professional presentations, reports, and outreach materials.

**Productivity & Collaboration:** Google Workspace, Microsoft Office Suite, iWork, SharePoint, OneDrive – streamlining workflow and reporting.

**Project & Workflow Management:** Miro, Notion, Trello, Wrike, WorkJam, Monday.com – leading initiatives, optimizing processes, ensuring compliance with institutional or regulatory standards.

**Team Communication:** Slack, Teams, Google Chat, Zoom – enabling cross-functional collaboration and alignment.

## PROFESSIONAL EXPERIENCE

**Success Coach (Full-Time), Military Student Support Team, EdPlus at Arizona State University.** 2026 - Present

- Conduct proactive outreach to 50+ students weekly, building relationships and providing positive reinforcement to support academic and career growth.
- Coach students in creating and executing individualized success plans, resulting in measurable improvements in academic performance, engagement, and goal attainment.
- Provide high-quality, student-centered support across multiple communication channels, efficiently managing a high-volume caseload while maintaining responsiveness and satisfaction.
- Support long-term student success through data-driven interventions, identifying growth opportunities, fostering skill development, and implementing personalized strategies that enhance retention and achievement.

**Project Manager, Special Projects (Full-Time), Development Team, Arizona Media Association.** 2025 - 2025

- Author and publish all official news releases announcing major partnerships, coalition initiatives, and statewide electoral debates, increasing organizational visibility and strengthening AMA's presence across Arizona's media landscape.
- Lead and manage digital communications strategy across LinkedIn, Instagram, Facebook, and YouTube, developing weekly content calendars and driving measurable growth — including a 14% increase in Instagram followers and 7% LinkedIn audience growth (930 → 1,000+) within three months.
- Solely manage newsletter communications for the Arizona Media Association and Arizona Local News Foundation — writing, editing, designing, and distributing regular updates to members, stakeholders, and press contacts, improving open rates through segmentation, subject-line testing, and optimized send times.
- Collaborate cross-functionally and represent AMA in marketing communications, delivering presentations to stakeholder groups and serving as a key spokesperson in promotional materials while supporting organization-wide campaigns and strategic initiatives.

**Communications and Marketing Coordinator (Full-Time), Town Manager's Office, Town of Queen Creek.**

**2024 - 2025**

- Design and implement strategic outreach and communications campaigns for waste management, recycling, water conservation, and stormwater programs, managing weekly multi-platform social media content (Instagram, Facebook, LinkedIn, Nextdoor) and maintaining accurate environmental program web content to strengthen community awareness and engagement.
- Plan and execute 5+ large-scale environmental events annually, overseeing strategy, logistics, marketing assets, volunteer coordination, and on-site execution while collaborating with internal departments and community partners.
- Establish and maintain partnerships with local and national nonprofits, businesses, and professional organizations, expanding program reach, increasing event resources, and strengthening regional sustainability collaboration.

**Marketing & Research Intern (Full-Time), Global Accessibility Policy & Initiatives Team, Apple Inc.**

**2024 - 2024**

- Collaborate cross-functionally with 6+ departments — marketing, education, retail, legal, engineering, finance, and product—to identify growth opportunities and develop strategic engagement plans that support corporate objectives.
- Create compelling marketing and communications materials that enhance corporate campaigns and drive engagement with external stakeholders, including education and community partners.
- Facilitate internal programs and events for 500+ Apple employees, educating teams on accessibility initiatives, promoting inclusive practices, and strengthening company-wide understanding of accessibility strategy.
- Conduct research projects and deliver actionable insights, informing decision-making and supporting targeted improvements in Apple's accessibility initiatives across multiple business units.

**Education Store Specialist (Full-Time) | Career Experience Rotation, Apple Inc.**

**2022 - 2023**

- Partnered with the Inside Account Executive team to increase adoption and improve customer experience on the Apple Education eCommerce platform across multiple K–12 and higher education accounts.
- Delivered weekly virtual platform demonstrations to education procurement teams, accelerating adoption and improving integration of the eCommerce system into institutional ordering processes.
- Supported 30+ mid-tier education accounts per week, providing direct guidance on ordering, platform navigation, and account management to ensure efficient purchasing and customer satisfaction.

**Senior Campus Leader (Part-Time), US Field Marketing and Business Development Team, Apple Inc.**

**2021 – 2023**

- Supervised and mentored a regional team of 5 Apple Campus Leaders, guiding onboarding, leadership development, and program integration to strengthen collaboration and initiative execution.
- Served as a liaison between Apple and Arizona State University, coordinating meetings and product demonstrations with university administrators to support initiatives addressing digital equity and student success.
- Drove engagement across a 70+ member Campus Leader network, organizing team collaboration events, developing internal communications, and facilitating structured discussions to strengthen program participation and alignment.
- Planned and led monthly workshops and campus demonstrations, promoting adoption of the Apple ecosystem in academic and student life settings while supporting technology integration in the classroom.

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## **PUBLICATIONS**

**The Way It Used To Be**

**2023**

"*The Way It Used To Be*," by Jessica Quesada invites readers on a deeply personal journey of reflection and growth. Through a collection of heartfelt writings, Quesada shares her experiences and relationships, offering an honest and sincere exploration of the joys and challenges of life. Her words are both melancholic and empowering, celebrating the beauty and complexity of the present while also acknowledging the difficulties of the past. Quesada's writing is a powerful reminder that even in the darkest moments, there is always hope and possibility for growth and renewal.

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## **LEADERSHIP EXPERIENCE**

**Organizations:** Young Alumni Council (ASU), Circular Arizona, Professional MBA Student Advisory Council, Online Business Association, Student Accessibility & Inclusive Learning Services, Graduate & Professional Student Association, National 4-H Youth Foundation.

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## **AWARDS**

- **Outstanding Graduate Student Leader, Finalist** – Arizona State University, Pitchfork Awards, 2024  
Selected as one of four finalists from 30,000+ graduate students for exceptional leadership and service.
- **Outstanding Undergraduate Student Leader, Finalist & Recipient** – Arizona State University, Pitchfork Awards, 2022  
Recognized for significant contributions to campus initiatives and student engagement among 5,500+ Polytechnic students.
- **Cooley Community Impact Award, Finalist and Recipient** – Arizona State University, Poly Awards, 2022  
Honored for outstanding service and involvement in university and community initiatives among 5,500+ Polytechnic students.