

## CONTACT

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## EDUCATION

-  California State University Long Beach  
B.S. in Business Management  
Graduated Fall 2019

## SKILLS

- Communication
- Public Speaking
- Team Leadership
- Conflict resolution
- Time Management
- Event Planning
- Microsoft Office Suite
- Spanish Fluency
- Social Media

## HONORS & AWARDS

- College of Business Dean's Honor List - Fall 2019
- Newman Civic Fellow - '19 - '20
- College of Business Dean's Honor List - Fall 2018
- Congressman Alan Lowenthal's Young Women Empowerment Conference Certificate of Recognition - January 2019
- The American Association of University Women Scholarship - June 2018
- Advancement of Women Award from CSULB President's Commission on the Status of Women - April 2018
- The California Latino Legislative Caucus Foundation Scholarship - June 2017
- SLD Best Philanthropic Program of the Year - '15-'16
- HSBA Committee of the Year - '15 - '16
- HSBA Member of the Month - December 2015

# GENESIS JARA

## LEADERSHIP EXPERIENCE



**CSULB ASSOCIATED STUDENTS INC.**  
ASI President & CEO | June 2018 - June 2019

- Served as student body president of approximately 37,000 students and found solutions to enhance their everyday lives on campus which included:
  - Disassociation from former oppressive university mascot
  - Secured ballot drop-off location for the midterm elections
  - Planned first Students of Color Conference for Fall 2019
  - Authored legislation to create digital course evaluations
  - Increased free student food pantry usage by 300%
  - Implemented a Pay it Forward Meal option for students facing food insecurity
  - Ensured that students sleeping in their cars on campus overnight for housing insecurity reasons, will no longer be ticketed
- Served as Chief Executive Officer and the official representative of the Associated Students to the university and the general public
- Directly managed and had oversight of the \$120 million corporation with an annual \$16 million budget, 75 Full-Time employees, and over 500 student employees
- Collaborated with upper administration such as the University President, Provost, Vice President of Student Affairs, Vice President of Admin and Finance, Chief of Police, and Dean of Students to provide programs and services that promote student success
- Served on over 30 university-wide committees to ensure an inclusive equitable education for all students
- Ran and operated four different facilities on campus that were overseen by ASI



**CAL STATE STUDENT ASSOCIATION**  
Southern Civic Engagement Officer | July 2018 - May 2019

- Worked in collaboration with Northern and Central Civic Engagement Officers to increase civic engagement across all 23 Cal State University campuses in California
- Led monthly Civic Engagement Task Force meetings during the Cal State Student Association meetings to engage more students in civic engagement across the state
- Served as a resource for southern campuses and their Lobby Corps
- Assisted in the creation of the first ever CSSA CIVIC Competition that allows campuses to compete and earn points for their advocacy efforts
- Served on the CSSA Legislative Affairs Committee and worked closely with staff and the Vice President of Legislative Affairs



**HISPANIC STUDENTS BUSINESS ASSOCIATION**  
President | May 2016 - May 2017

- Led an organization that focused on the personal and professional success of Latinx students in the College of Business
- Presided over all meetings of the general membership and those of the executive board and directors and led discussions
- Worked with my leadership team to provide resources for our members to succeed personally and professionally through campus and external partnerships
- Helped 20 members obtain internships by the end of the academic year
- Successfully fundraised \$10,000 with my leadership team to provide scholarships for members to alleviate some financial burden

## WORK EXPERIENCE



### CSULB - BASIC NEEDS PROGRAM

Assistant Coordinator | January 2020 - Present

- Case coordinator for students who apply to the Student Emergency Intervention and Wellness program and are experiencing food and/or housing insecurity, or a life crisis
- Serve as an advocate for students by connecting them to services and referring them to internal or external resources
- Assess their situation and counsel them on next steps after short-term services are offered
- Assist with the creation, development and implementation of programming and services for the Basic Needs Program
- Bring awareness to our services offered through tabling, developing on-campus relationships, and through our social media accounts
- Assist with the assessment of department programs and services

Student Case Coordinator | September 2019 - January 2020

- Managed cases for the Student Emergency Intervention and Wellness Program



### CALIFORNIA'S 58TH ASSEMBLY DISTRICT

Intern | June 2017 - August 2017

- Engaged with constituents via telephone or in-person to address their concerns (casework)
- Worked with staff on special projects, events and assignments for programs such as the Young Legislators Program for youth in the district or the Career Fair for young adults in the district
- Attended community events with the assembly member or staff to become more integrated in the community and meet constituents
- Performed outreach to community leaders, constituents, and interest groups to share the work of my assembly member and assist or collaborate with them in anyway we could



### AMERICAN HONDA MOTOR COMPANY INC.

Quality Assurance Analyst | Nov. 2016 - May 2017

- Listened to and scored the phone calls of 20 inbound agents per month to ensure the company was providing the best customer service
- Member of the NH Circle VINdicators of Safety, which focused on increasing the number of Takata Airbag inflator recall completions
- Launched local partnerships between nonprofit organizations and American Honda to create more awareness about the airbag recall
- Launched a brand ambassador program at the University of Houston and Florida International University that would focus on completing more airbag recalls in their region
- Successfully created an entire on-boarding packet for any new hires that came into the Reporting and Coding Department



### AMAZON

Student Ambassador | Aug. 2016 - Feb. 2017

- Hosted tabling and mobile events on campus to promote Amazon Student to all students at Long Beach State
- Shared the benefits of Amazon Prime Student and helped students to sign up for the program
- Distributed Amazon swag items by Amazon Prime Student corporate partners for free to students to create brand and program awareness
- Managed the Amazon Prime Student twitter social media and created engaging content for students to enjoy or know about upcoming events

## PUBLIC SERVICE PROGRAMS



### PPIA PUBLIC SERVICE WEEKEND

Attendee & Panelist | June '17 & '18

- Program by PPIA and hosted by the USC Sol Price School of Public Policy
- Titled - Defending communities: The Role of Social Justice in Public Service
- Attended panels and group discussions and learned from students, faculty, and alumni working in the public service sector
- Was exposed to the myriad ways that people can make a difference in their community through public service
- Successfully completed a case study on the topic of homelessness
- Returned as a panelist for the program the following year to share how the program allowed me to pursue my passion



### PANETTA INSTITUTE FOR

### PUBLIC POLICY

Participant | June 2018

- A celebrated program for all 23 student body presidents from the California State University system
- Titled- Education for Leadership in Public Service
- Heard from over 40 speakers and panelists that ranged from elected officials, business professionals, and public servants
- Learned about the different career opportunities in the public service sector
- Successfully completed a group case study where we had to balance a state budget based on the issues we thought were the most important in society
- Successfully completed the week long program and received 4 units of course credit