

ALICIA M. BLANCO

ABOUT

| Business Professional

An industry professional with experience in all aspects of sales, database management, accounting, marketing, graphic design, and consumer relationship management. Adept at working with multiple business sectors and industries.

Excellent leadership, communication, analytical, computer, organizational and collaboration skills. Team player, multitasker with social media experience.

SKILLS

| PROJECT MANAGEMENT

ONSITE PERSONNEL

TRAINING, COPY EDITOR

CONSUMER AFFAIRS,

CONSUMER PACKAGED GOODS

FDA/CFIA REGULATORY COMPLIANCE

CATEGORY MANAGEMENT

UPC/PLU/GTIN MANAGEMENT

NEW PRODUCT DEVELOPMENT

RECIPE DEVELOPMENT

WEB SITE – WORD PRESS

REPORTING (Faceforward, Famous)

PURCHASING/NEGOTIATION SKILLS

SUSTAINABILITY (CPG)

SOFTWARE **Adobe Creative Suite**

(Photoshop, Illustrator, InDesign, Acrobat)

Google Suite (Sheets, Docs, Slides, Meet,

Drive) **Microsoft** (OneNote, Word,

PowerPoint, Excel, Publisher) **OTHER**

(Genesis/ESHA, BarTender, Dropbox, Bar Code Pro)

EDUCATION

| B.A., Marketing,

University of Phoenix, San Jose, CA

A.A., Business Administration,

Heald Business College, Salinas, CA

Other: Graduate Leadership Salinas Valley, MAC Design Workshops, Stanford Design Workshops

EXPERIENCE

| 02/2025– current

**Alisal Union School District,
Salinas, CA**

Community School Coordinator

10/2020 – 2/2025

Brighter Bites, Salinas, CA

Sr. Program Manager

1/2018 – 1/2020

Ippolito International, Salinas, CA

International Marketing Director

2009 – 2018

Misionero Vegetables, Gonzales, CA

Sr. Marketing Manager

1994 – 2008

Mann Packing Salinas, CA New

Product Development Director of

Communications Graphics Marketing

Manager Marketing Communications

Supervisor

2000 - 2025

St. Theodore Catholic Parish *Catechist, Retreat
Team Leader, Fundraising Chair*

Gonzales Cemetery District

Board member

Diocese of Monterey

Cursillo in Christianity, Precursillo chair