

Alejandra L. Landa Business

GGUSD CAREER FAIR

FEBRUARY 13, 2019

My Life



My Academic Life

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Elementary

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Intermediat
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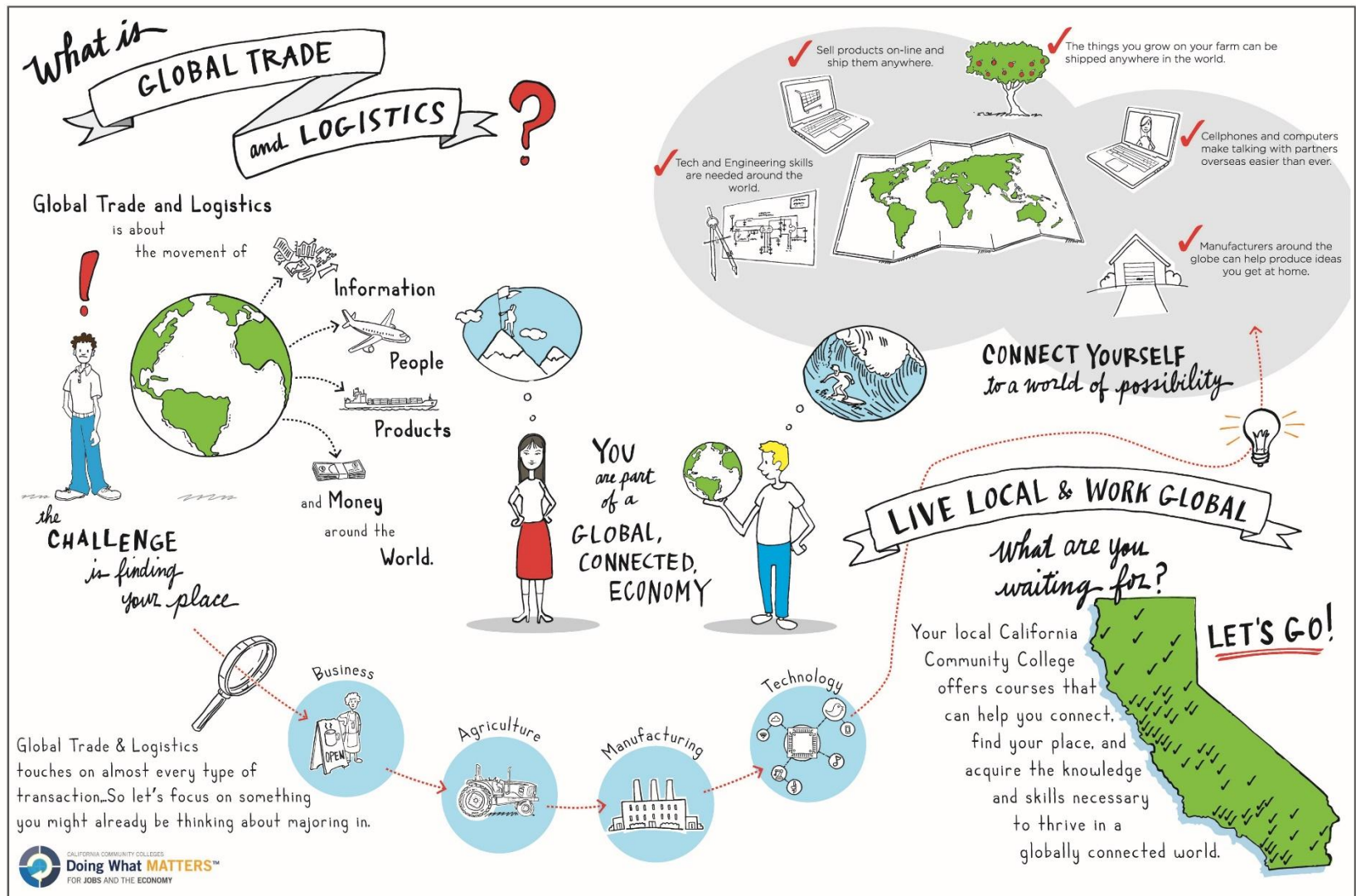
Costa Mesa
High
School

Valley HS

CSUF



What is Global Trade & Logistics (GTL)?



Global Trade & Logistics is the movement of information, people, products and money around the world.

Career Background

- Administrative Assistant, *Hispanic Business Consultants*
- Accounting Assistant, *Habitat for Humanity- OC*
- Administrative Assistant, *Digital Media Center*
- Business Services Coordinator, *Digital Media Center*
- Business Services Coordinator, *Center for Int'l Trade Development – OC*
- Interim Director, *Center for Int'l Trade Development – OC*
- Interim Resource Development Coordinator, *RSCCD*



ORANGE COUNTY
CENTER FOR INTERNATIONAL
TRADE DEVELOPMENT



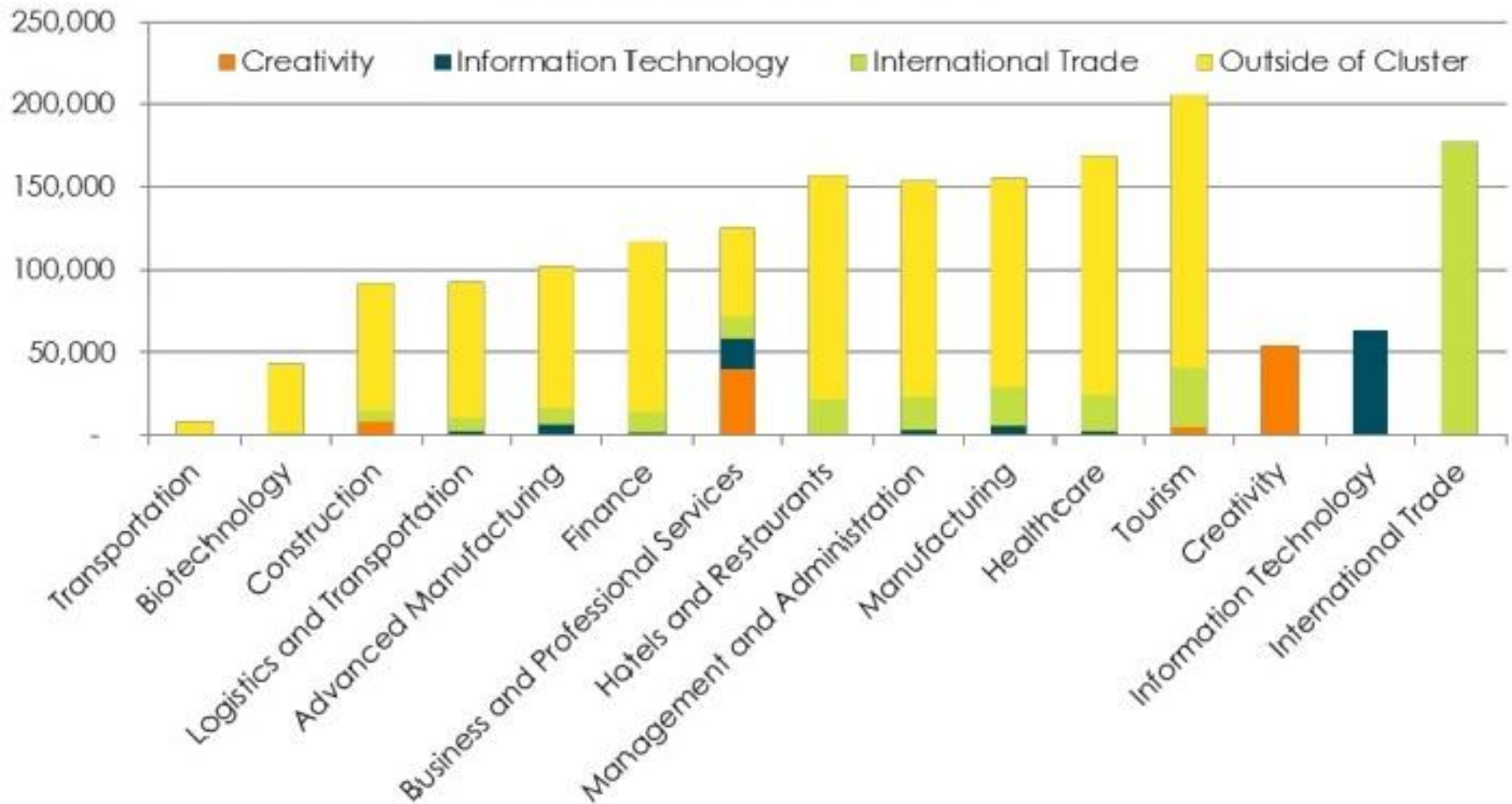
WBL/Professional Development

- Volunteered at the World Chambers Congress in Mexico City, 1st Congress in Latin America
- Interned at the Export Training Assistance Partnership program
- Interned at Bernardo Public Relations, (degree requirement)
- Joined the Women in International Trade , OC Chapter
- Joined NASBITE International



Global Trade Sector Overview

Orange County Cluster Drivers, 2015

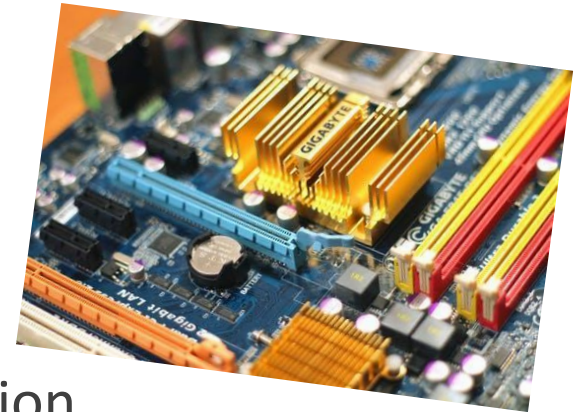


Source: OCBC Analysis of California Employment Development Department Data, OTIS Report, and California State University, Fullerton

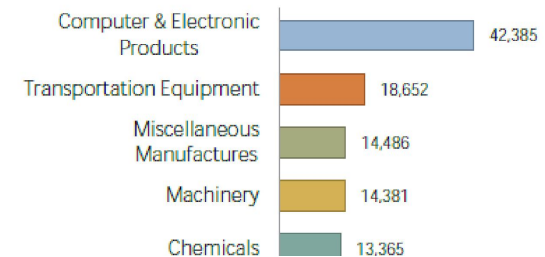
Global Trade Sector Overview

How Global is California?

- California is the 2nd largest exporter in the nation
- 96% of exporters are Small & Medium Sized Businesses
- In 2017, California exported \$171.9B goods exports
- Computers and electronic products are the top exports accounting nearly 26% of exports
- Top export destinations include:
 - Mexico, Canada, China, Japan and Hong Kong



California's Top 5 Export Categories
(Millions of U.S. Dollars)



Business Sectors in OC

DWM Sector	Orange Annual Openings for Middle Skill Jobs (2016-21)	Orange Entry- Level	Orange Median Wages
Small Business/Entrepreneurship	52,800	\$16.40	\$24.20
Information & Communication Technologies (ICT) / Digital Media	33,580	\$17.30	\$29.30
Retail/Hospitality/Tourism	31,410	\$15.50	\$25.00
Health	16,070	\$15.50	\$23.10
Advanced Manufacturing and Advanced Technology	15,310	\$14.50	\$24.10
Energy (Efficiency) & Utilities	13,110	\$14.80	\$25.10
Advanced Transportation & Renewable Energy	7,040	\$15.70	\$26.00
Global Trade & Logistics	6,110	\$18.40	\$35.90
Early Childhood Education* (currently no DSN assigned)	4,770	\$10.30	\$15.40
No DWM Sector	4,120	\$13.40	\$19.60
Life Sciences / Biotechnology (currently no DSN assigned)	2,340	\$12.80	\$21.00
Ag, Water & Environmental Technologies (currently no DS	2,310	\$15.80	\$24.40
Public Safety & Service* (currently no DSN assigned)	2,030	\$18.50	\$26.70



Labor Market Info on GTL

Top 6 Occupations in OC/LA

Occupation	Average Entry – Level to Manager Wage
Logistics Specialists/Coordinators	\$15 -\$19/hour
Regulatory/Compliance Specialists (Entry-level)	\$15 -\$19/hour
Global Sourcing or Procurement Specialists/Coordinators	\$18 -\$23/hour
Customer Service Representatives	\$14 -\$18/hour
International Sales Representatives/ Associates	\$19 -\$25/hour
International Marketing Coordinators	\$19 -\$25/hour

Day in the Life of International Trade @ Center for Int'l Trade Development



Intermoda Trade Mission to Mexico

August 2013



Consumer Goods Trade Mission to Tokyo

September 2017





Who would enjoy a career in GTL?

Interests:

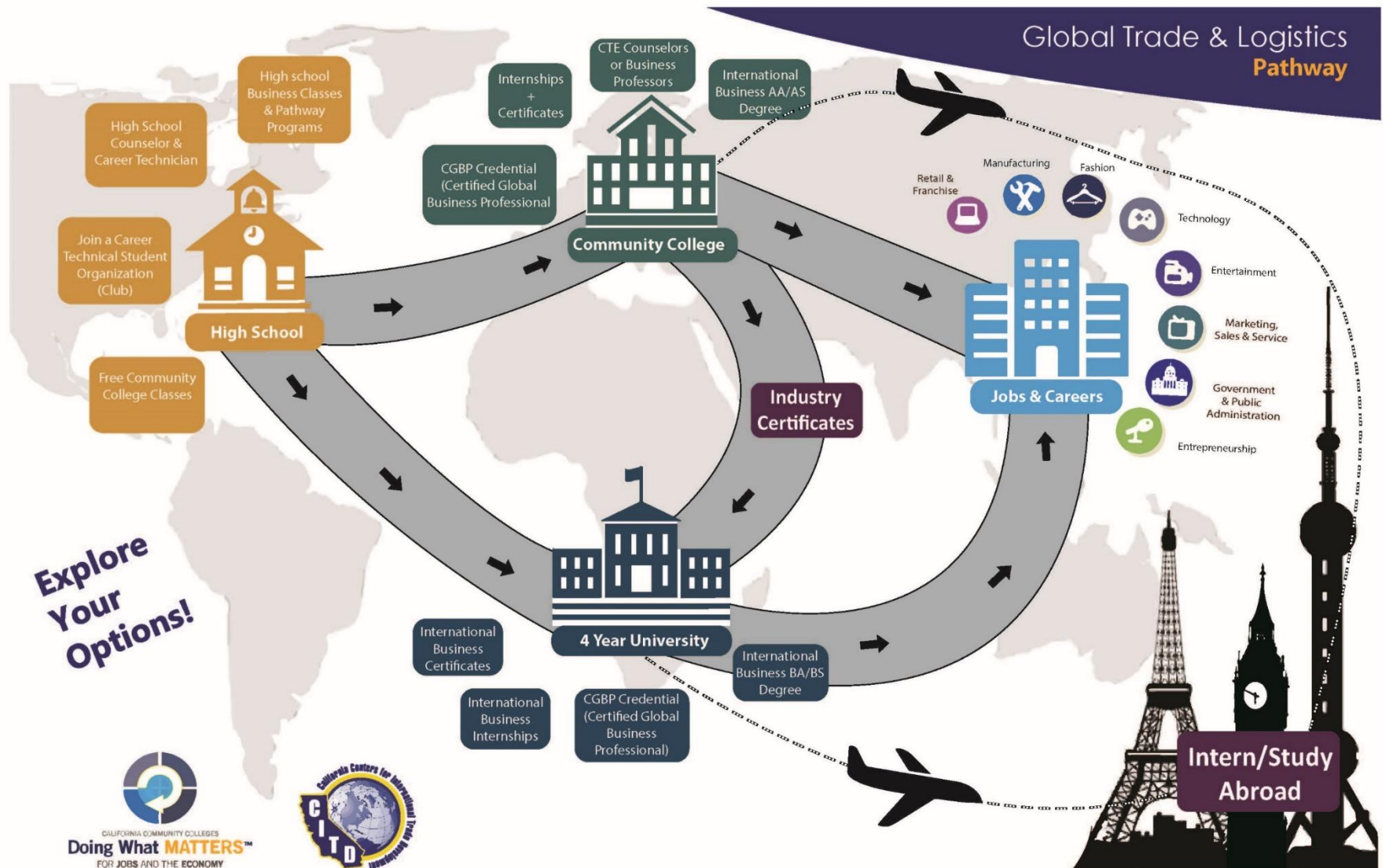
Foreign language; learning new cultures, exploring different cuisines and lands

Skills:

- Collaboration and team building skills
- Critical thinking
- Flexibility
- Ability to deal with conflict
- Cross-cultural communication skills
- Communication & Negotiation
- Positive attitude and willing to learn
- Project management
- Patience



How do I get started?



What you can do NOW to prepare?

- Watch videos on professionals in your area of interest
- Listen to podcasts
- Read, get familiar with concepts and what's going on in the business world internationally
- Participate in business related clubs on your campus
- Before summer starts research on what programs/boot camps are going on in the summer
- Talk to your counselor/advisor
- Have a mentor
- Microsoft Office Specialist certification
- Global Skills Certificate (Santa Ana College - Fully online)

Resources

- Orange County Career Education <https://futurebuilt.org/>
- NexusEdge <https://www.nexusedge.com/>
- Orange County Career Café
<https://www.occareercafe.com/>
- Global Trade & Logistics , San Diego
<http://www.globaltradesandiego.org/students/>
- Global Edge at Michigan State University
<https://globaledge.msu.edu/>

Questions ???