

**Cherish DeAlba** | Director of Marketing



### Professional Background:

Graduated from University of California, Santa Barbara with a degree in Business Economics & Accounting. Started working for Coastal Payroll in 2012 as a Tax Specialist and transferred to the Marketing team in 2014 after discovering her passion and strengths in design.

### Key Strengths:

Contagiously positive, avid learner, activating, natural team leader

### Milestones:

- Ran her first half-marathon in 2015 after being inspired by Cameron Gallagher of the CKG Foundation
- Started training with Tiger Smalls Boxing in 2012
- Discovered the amazingness of Country music in 2013
- Capturing moments through Photography since she was 14
- Justin Timberlake fan since the days of top-ramen hair

### Personal notes:

In her free time Cherish enjoys baking, boxing, taking pictures, and conversations over a nice glass of wine. Completely intrigued by the beauty of the world and its cultures, she has a goal of visiting each continent during this lifetime.



*“Even if I never win a world-title, at least I would be able to defend the last pair of heels in my size during the Nordstrom Sale”*