

**Tristan Carrasquilla**  
**Marketing**  
**Innovation Fellows Program - University of Florida**  
**Heavener College of Business**

My name is Tristan Carrasquilla, and I am a second-year student at the University of Florida, currently pursuing a degree in Marketing, with a minor in Entrepreneurship and Innovation. I am in the Innovation Academy Program at the University of Florida, which aims to craft students into multi-attributed innovators. I anticipate graduating in the fall of 2026.

In terms of collegiate involvement, I am a part of the Theta Chi fraternity, which I joined in the fall of 2023. I have enjoyed the newfound culture and am excited to embrace arising leadership opportunities in the fraternity. Additionally, I am involved in Entrepreneurship Collective, which inspires an alternative perspective on business growth. I am also involved in intramural sports, where I enjoy meeting new people in a competitive environment.

My work experience includes participating in ecommerce through Amazon FBA, where I sell items on Amazon. I also was a marketing intern for a UF alumni's company, which was a great opportunity to advance my trade and learn pivotal knowledge. I am enthusiastic to begin this opportunity with the Innovation Fellows program. Go Gators!

