

# ANGIE SANTIAGO

MARKETING | SOCIAL MEDIA | DESIGN

NASHVILLE, TN

## SKILLS

- Marketing/Creative Strategy • Project Management • Art Direction
- Graphic Design • Canva • Copywriting • Branding • E-Commerce
- Event Coordination • Social Media Marketing • Adobe Suite • Basecamp • Asana
- Microsoft Office • Email Marketing • Photography • Makeup Artistry • Fashion Design

## EXPERIENCE

**SOCIAL MEDIA SPECIALIST, DELK INDUSTRIES INC., NASHVILLE, TN —2021-2022**

Responsible for planning, budget management, implementing and monitoring the company's social media strategy for various brands in order to increase brand awareness, improve marketing efforts, and increase sales.

- Launched a new brand while implementing social media marketing initiatives, including talent and influencer acquisition and utilizing Amazon, YouTube, and TikTok.
- Created and maintained social media content calendars for posting on Sprout Social.
- Collaborated with in-house design team to storyboard, plan, and art direct photoshoots

**FREELANCE GRAPHIC DESIGNER, A SANTIAGO DESIGN, NASHVILLE, TN —2019-2022**

Freelance graphic designer/marketing coordinator providing design and marketing implementations for small businesses and start-up's.

- Provided creative vision, brand expression, brand guidelines, for a start-up fashion-brand aimed at social awareness
- Developed brand identity for a progressive family-owned Realty Firm in South Florida

**COMMUNICATIONS MANAGER, POTENTIAL CHURCH, COOPER CITY, FL —2019-2021**

Assisted Creative Director, assigning and scheduling project requests utilizing Basecamp, managed social media marketing posts, multi-media production, other communication efforts for weekly services, special events and community outreach efforts.

- Provided hands-on graphic designs and print production
- Document special events through photography and/or video
- Responsible for rebranding Potential Christian Academy preschool with innovative brand identity and t-shirt design that was sold at church store

**DIGITAL MARKETING INTERN, HEXBUG/INNOVATION FIRST INTERNATIONAL**

GREENVILLE, TX —SUMMER 2018

Assisted Marketing Director in preparing for presentations by analyzing data and editing PowerPoint decks; effectively providing insight into customer based research, SEO, Google Analytics, and strategy development.

- Wrote content and collaborated with graphic designer to develop a social media style guide for the marketing team and customer profile guide for each social media channel
- Researched and improved the display of the Pinterest HEXBUG corporate page
- Responsible for weekly Facebook, Instagram social media posts and metrics

## EDUCATION

Savannah College of Art & Design (SCAD), BFA-Fashion Marketing & Management 2018