

Angie Santiago

Design & Marketing

WORK EXPERIENCE

Assistant Store Manager

Molly Green at Greenhills Mall

July 2022 to (Present)

- Inventory Management including audits/Loss Prevention/Processing & Receiving/Transfers/etc.
- Work with our Visual Merchandising Director and Store Leader to create & maintain visual directives in the store.
- Maintain support in the leadership of our team of stylists and encourage growth development.

Social Media Specialist

Delk Industries Inc.

October 2021 to May 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 the in-house design team to storyboard, plan, and art direct photoshoots.

Communications Manager

Potential Church

April 2019-March 2021

- Assisted Creative Director by assigning and scheduling project requests, utilizing Basecamp, and managed social media marketing posts, multi-media production, and other communication efforts for weekly services, special events/ conferences, 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 an innovative brand identity and t-shirt design that was sold at the church store.

Digital Marketing Intern

HEXBUG/INNOVATION FIRST INTERNATIONAL

June 2018 to August 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 a 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 Blog Posts and all social media metrics.

RELEVANT SKILLS

- Art Direction
- Graphic Design
- Copywriting
- Branding
- Social Media Marketing
- E-Commerce
- Adobe Ps, Ai, Lr, Id
- Photography
- Strategic Planning
- Project Management
- Event Coordination
- Makeup Artistry
- Fashion Design

EDUCATION

Bachelor of Fine Arts

Savannah College of Art and Design

Year of Graduation: 2018

Major: Fashion Marketing and Retail Management

Minor: Fashion Design

VOLUNTEER WORK AND INTERESTS

Designer

Different Church Nashville from 2021- Present

Stylist

Potential Worship at Potential Church in Cooper City, FL from 2019-2021.

Member of:

YMA FSF Alumni Association

CONTACT

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