

# Sara I. Santiago Rodríguez

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## PROFESSIONAL SUMMARY

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Creative marketing professional blending artistic design with research and technology to build powerful user experiences and brand storytelling. Skilled in creating digital campaigns and content strategies that resonate across different platforms. Mostly passionate about innovation in the media industries.

## EDUCATION

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### Master's Degree in Artistic Production — Art and Technology

Universitat Politècnica de Valencia — September, 2025.

### Bachelor of Science in Business Administration — Marketing

University of Puerto Rico, Mayagüez — June, 2024

## CERTIFICATIONS

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### Google UX Design — Coursera, 2024

Developed UX research skills, created wireframes and prototypes in Figma, and conducted usability testing for user-centered design.

### Meta Social Media Marketing — Coursera, 2023

Learned to design, run, and optimize paid and organic campaigns on Facebook and Instagram, using data insights to improve performance.

## EXPERIENCE

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February 2024 - May 2024

### Communication Outreach Intern - Perspectivas Globales, Mayagüez, Puerto Rico,

- Designed digital promotional material using Procreate and Adobe InDesign.
- Managed the company's social media accounts and answered all users' inquiries.
- Conducted interviews to evaluate membership candidates.

July 2022 - August 2022

### Freelance Digital Artist, Hormigueros, Puerto Rico

- Created illustration drafts and concept art commissioned by the clients.
- Delivered storyboards for client proposals and animation plans.

June 2020 - July 2020

### Mentor - Summer Transportation Institute, Mayagüez, Puerto Rico

- Introduced participants to the University of Puerto Rico's engineering programs and academic opportunities.
- Mentored high school students in using engineering-focused computer software and tools.
- Assisted in organizing and managing the schedule of workshops and activities throughout the summer program.

## SKILLS

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### Technical Skills:

- Adobe Creative Suite
- Figma
- Procreate
- Microsoft 365
- Sublime Text

### Creative/Marketing Skills:

- UX/UI Design
- Content Creation
- Social Media Strategy
- Usability Testing

### Languages:

- English (fluent)
- Spanish (fluent)