

Sara I. Santiago Rodríguez

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PROFESSIONAL SUMMARY

Marketing professional passionate about integrating artistic tools with cutting-edge technology to drive innovation in the industry. I believe that the combination of artistic creativity and data research, allows marketers to create meaningful connections with audiences.

EDUCATION

Master Degree:

Master Degree in Artistic Production with a specialization in Art and Technology, Universitat Politècnica de Valencia, Expected July, 2025.

Bachelor Degree:

Bachelor of Science in Business Administration with a Concentration in Marketing, University of Puerto Rico, Mayagüez.

Certifications:

- Introduction to Social Media Marketing and Social Media Management
- Measure and Optimize Social Media Marketing Campaigns
- Fundamentals of Social Media Advertising
- Advertising with Meta
- Foundations of User Experience (UX) Design
- Conduct UX Research and Test Early Concepts
- Create High-Fidelity Designs and Prototypes in Figma
- Build Dynamic User Interfaces (UI) for Websites
- Start the UX Design Process: Empathize, Define, and Ideate
- Build Wireframes and Low-Fidelity
- Design a User Experience for Social Good & Prepare for Jobs

EXPERIENCE

February 2024 - May 2024

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

- Created promotional material using digital design tools like Procreate and Adobe Indesign for the company's official social media accounts.
- Answered all inquiries that were sent through social media.
- Conducted interviews to the program applicants to evaluate their requirements for their membership.

July 2022 - August 2022

Freelance Digital Artist, Hormigueros, Puerto Rico

- Created illustration drafts and concept art commissioned by the clients.
- Used Procreate to create over 28 illustration designs.
- Developed storyboards outlining animation plans.

June 2020 - July 2020

Mentor - Summer Transportation Institute, Mayagüez, Puerto Rico

- Introduced the institute's participant to the Engineering programs in the University of Puerto Rico.
- Mentored high school level students with computer programs that are specialized for engineering projects.
- Helped with the time management of different activities during the summer institute.

SKILLS

- Bilingual (English and Spanish)
- Microsoft Office 365
- Adobe Creative Suite
- Figma Prototyping Software
- Procreate
- UX Design
- Content Creation
- Advertising Campaigns
- Social Media Marketing
- Sublime Text
- Usability Testing