

PROFESSIONAL SUMMARY

Motivated, oriented marketing professional with 15 years of experience working with social media, cross platform strategies, sales, etc.

Additional background in content development, SEO, social media platforms such as Facebook, Twitter, Instagram, among others. Strong comprehension of programs or platforms including Google Analytics, Google AdWords, FB Analytics, YouTube Analytics.

CONTACT

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www.beecreativedigitalgroup.com

EDUCATION

MEDIA COMMUNICATIONS BACHELOR'S DEGREE OF SCIENCE | 2020 | FULL SAIL UNIVERSITY

- GPA: 3.95 (SUMMA CUM LAUDE)
- SOCIETIES: NATIONAL SOCIETY OF COLLEGIATE SCHOLARS

ASSOCIATE OF ARTS & SCIENCES OF PHARMACOLOGY | 2011 | ULTIMATE MEDICAL ACADEMY

- GPA: 3.9 (SUMMA CUM LAUDE)
- SOCIETIES: NATIONAL HONOR SOCIETY

EDUCATION BACHELOR'S DEGREE W/ MINOR IN SPECIAL ED, ESOL CERTIFIED

- GPA: 3.95
- SUMMA CUM LAUDE

KATHY SANCHEZ

MARKETING SPECIALIST & DIGITAL DESIGN

WORK EXPERIENCE

Freelance | Multimedia Designer | 2012-Present

- Bee Creative Digital Group

Focus on growing the company's enterprises by a 25% through channel, and reputation for brands like, Alanis Sophia, Visit Florida, Visit Orlando, Visit Miami, Clean & Clear, Sea World, Disney World Parks, among other clients. Marketing strategy for all the campaigns that running in Latin America. Translation of all the campaigns running in Latin America.

- Organization Manager | Alanis Sophia LLC

CMS website design Advertisement design Analytics analysis SEO. Responsible for creating and developing all the social media platforms with a 75% of the growth, and negotiating deals with companies like NBC/Telemundo, Visit Florida, Visit Orlando, Visit Miami, Disney Co, Sea World, Johnson & Johnson, Anders Media, BMLG

- Organization Manager | 2Loopas Rental

Planning social media launch, website creation, advertising brand through social media platforms like Facebook, Instagram, Twitter. I also work with the rental management of the properties

Pharmacy Manager | Script Choice Pharmacy | 2011-2013

- Re-ordering the medicines, or medical equipment. Opening and closing the store. These responsibilities shall also include scheduling, recruitment, orientation, performance reviews and disciplinary action of pharmacy team members.
- Provide proper customer service, oversee operational, and financial functions of the of pharmacy. Help pharmacist establish and monitor quality indicators, continuing the development and implementation of policies and procedure for new and existing pharmacy services. Determining and deploying resources and maintaining safe and effective departmental operations.
- Additional duties: Planning social media launch, flyers for 7 events and offers, advertising brand through social media platform like Facebook, & Twitter with a 35% of growth in their social media channels.

Translator /ESOL Department | WCES | 2007-2011

- Testing students, preparing meeting for parents and school staff, translating for students and parents in any conference, translating documents for Pasco County School District.
- Working languages and interpersonal skills to provide accurate meaning-for-meaning interpretation between our English-speaking clients and their limited-English-speaking students and parents.
- Monitor daily emails,
- Planning social media events, flyers for events and special classes, advertising through social media platforms like Facebook, Instagram, Twitter, with a 25% of growth.

Elementary Teacher | WCES | 2004-2007

- Testing students, preparing meeting for parents and school staff, translating for students and parents in any conference, preparing preschool curriculum for the VPK school program.
- Planning social media events, flyers for events and special classes, advertising through social media platforms like Facebook, Instagram, Twitter.

VOLUNTEER WORK EXPERIENCE

Autism Speaks | Multimedia Designer | 2012-Present

School Board of Pasco County | Multimedia Strategist | 2012-Present

Pasco County Animal Services | Content Creator | 2012-Present

- Social Media Awareness Campaigns
- Videography/Photography
- Video/Photo Editing
- Answer through social media

SKILLS

Strategic Planning – Twitter – Facebook Advertising – Project Management -Business Development – Digital Assets Management – Brand Identity – Market Research – Blogging/Blog Commenting – Video Production – Photography – Audio Editing – Media Planning Technology – Technology Implementation

LANGUAGE

Spanish – Read, Write, Speak - Fluent
English – Read, Write, Speak – Fluent

SPECIALIZED

Adobe Creative Cloud: Photoshop, Illustrator, InDesign, Audition, Premiere Pro, After Effects,
Microsoft Suite: Microsoft Word, Excel, PowerPoint, OneNote, Publisher, Outlook, Access, Business, Office