

SAMI GOMEZ

Advertising ◦ Marketing ◦ Graphic Design ◦ Social Media ◦ Brand Development ◦ Email Marketing



CONTACT ME



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Orlando, FL

EDUCATION

UNIVERSITY OF CENTRAL FLORIDA

Business Communications
Digital Media

Aug 2017 - June 2021

SKILLS

All Adobe Suites

MailChimp

Wix, Squarespace

Shkr

Unbounce

Hootsuite, Sprout Social

Hubspot

All Microsoft Office Suites

Instagram, Facebook,

LinkedIn, Twitter, Tik Tok

Sales Force

Podio

Visme, Canva

SafeZone Certified

THANK YOU

WORK EXPERIENCE

BRAND RELATIONS + SOCIAL MEDIA INTERN *Statusphere (Influencer Marketing Agency)*

Orlando, FL | Jan 2020 - Present

- Developed original concepts for influencer marketing campaigns for Statusphere's social channels, using Photoshop & After Effects.
- Identified trends specific for Gen Z and millennials to implement onto Twitter & Instagram.
- Built out a content calendar to keep structure on Instagram and executed daily posting.
- Designed company decks and enticing branding material for marketing events.
- Monitored analytics and created reports to then increase Instagram following by 200 followers in one week.
- Studied competitors to ensure Statusphere's Instagram is the best for Influencer Marketing.

FREELANCE GRAPHIC DESIGNER, WEB DESIGNER *HiFive Creative Advertising Agency, Just Blow It: Blow Dry Bar & Beaty Bus, Broadway Gymnastics Center, Linen Chest*

Orlando, FL | Jan 2020 - Present

- Rebranded by creating a new set of logos & branding guide.
- Created branding & marketing materials for events & in-store.
- Developed an engaging, easy-to-use website that include e-commerce & booking.
- Create animated and still social media graphics based on the client's vision.
- Wrote blog posts that are paired with an original graphic.

GRAPHIC DESIGN, SOCIAL MEDIA, EMAIL MARKETING INTERN, *Web Solutions of America (Advertising Agency)*

Altamonte Springs, FL | Aug 2019 - Dec 2019

- Build social networks for four specific clients' business.
- Designed paid advertisements for Facebook, Instagram, and Banner Ads.
- Utilize MailChimp to produce & publish monthly newsletters highlighting the values of my client.
- Created specific landing pages placed in targeted ads.

MARKETING INTERN, *International Business Innovation Association (InBIA)*

Orlando, FL | June 2018 - Dec 2018

- Utilized lead generation using SalesForce & research to ensure InBIA reaches the best demographic for events.
- Updated social media platforms and created the monthly newsletter through MailChimp.
- Communicated with clients to guarantee their social media presence, as well as keep up a positive relationship with InBIA.

BUSINESS DEVELOPMENT, PUBLIC RELATIONS INTERN, *Pivot Business Consulting*

Downtown Orlando, FL | Apr 2018 - Aug 2018

- Curated a weekly newsletter, through MailChimp.
- Created weeks of social media posts in advance to ensure quality content and met deadlines.
- Developed blog posts with content revolving around the client's values.

DIGITAL MEDIA INTERN, *Second Harvest Food Bank*

Orlando, FL | Jan 2018 - May 2018

- Monitored analytics with social media team to identify viable ideas.
- Developed and curated blog posts and content.
- Documented events through cultivate enticing & interactive social media content.