

Bianca Alexis Santana
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Education & Certifications

University of Delaware *Newark, Delaware*
Alfred Lerner College of Business and Economics May 2017
Bachelor of Science in Marketing

Google Analytics Certified May 2017
Google AdWords Certified – *Fundamentals & Display Advertising* April 2017

Experience

Initiative *New York, New York*
Associate Communications Design Oct. 2017 – Current

- Develop communications plans for two Merck brands
- Facilitate cross-channel teams to create a cohesive media plan
- Oversee implementation and performance of campaign activities including IO's, budgets, reporting, and billing
- Utilize ComScore and other internal software to generate POV reports and intelligence

COOLERSbyU *Fort Lee, New Jersey*
Social Media Intern Jul. 2017 – Oct. 2017

- Engaged with followers on Facebook and Instagram
- Crafted weekly content calendars for each social platform
- Created and edit videos for YouTube channel
- Analyzed CPA for Google AdWords, Facebook and Instagram ad campaigns

EFF.Y.BEE *Newark, Delaware*
Brand Ambassador Sept. 2016 – May. 2017

- Drove online sales and expanded brands reach using personal network
- Analyzed customer feedback to develop new marketing strategies
- Interacted with potential vendors at Accessories the Show
- Created social media content to engage the target demographic

Ali Fee Public Relations *New York, New York*
Marketing Intern Jun. 2016 – Aug. 2016

- Worked with top fashion brands to initiate new social media campaigns
- Generated digital content using Adobe Creative Cloud applications for clients' social accounts
- Communicated directly with clients daily
- Managed multiple on-going projects from concept to execution

LF Stores *Scarsdale, New York*
Stylist Jun. 2015 – Aug. 2015

- Used internal inventory management system to prioritize future store orders
- Developed personal connections with clients who sought stylist services
- Applied knowledge of current fashion trends to best assist clients in achieving their vision

Activities & Volunteer Work

Phi Sigma Sigma, Sorority *Newark, Delaware*
Membership Recruitment Chair Feb. 2014 – May. 2017

- Served on Executive Board Committee
- Organized events for 1200 women during the formal recruitment process
- Crafted photoshoot and event look books
- Executed social media advertising campaigns on Facebook and Instagram

UDance *Newark, Delaware*
Dancer/Fundraiser Mar. 2014 – May. 2017

- Raised over \$2000 for the B+ Foundation
- Participated in the annual 12-hour dance marathon philanthropy event