

Elizabeth C. Santa Cruz
3317 W.13th Ave. Phoenix, AZ 85013
OddlyCreativeMedia@gmail.com
LinkedIn.com/in/OddlyCreativeMedia
www.OddlyCreative.com
Cell: (602) 799-4795



EXPERIENCE:

1/2022 to 4/2022: St. Joseph the Worker - Phoenix, AZ

Development Manager

- Event planning and project coordination with Development Team and other departments
- Fundraising campaign creation and donations management using Virtuous CRM software.
- Web design/SEO and maintenance of company website using Wordpress software.
- Digital marketing strategy and content creation in collaboration with PR firm and graphic designer

2018 to 2021: Crossroads, Inc - Phoenix, AZ

Communications Director

- Digital marketing strategy and content creation/distribution across multiple social platforms.
- Web design/SEO and maintenance of company website using Wordpress software.
- Addiction recovery themed podcast creator and co-host in a bi-weekly show.
- Partnering with PR firm to strengthen and uphold brand reputation in the media.
- Photography and videography production including both shooting and editing.
- Graphic design, print materials management, and public/employee newsletter creation.
- Fundraising campaign creation and donations management using CRM software.
- Event and project coordination with Community Outreach and other departments.

2014 to Present: Oddly Creative Media, LLC - Phoenix, AZ

Owner & Freelance Marketer

- Digital marketing strategy and content creation/management across multiple social media platforms (7 years)
- Full-service videography including social content, promotional videos, documentary filmmaking, and more (5 years).
- Freelance camera op. at MCTV Cox CH.115 for single and multi-camera shoots, LIVE and pre-recorded events (2 years).
- Photo/video production at DeCarlo Media, LLC, including client coordination, and project management (3 years).
- Professional photo services using personal Canon DSLR camera and lenses for various clients (7 years).

2011 to 2016: Risas Dental and Braces - Phoenix, AZ

Marketing Coordinator & Executive Assistant

- Social Media Management for our multiple dental office locations including copywriting, distributing content, and interacting with the public.
- Coordinated with various marketing and advertising partners, graphic design coordination, ordered marketing supplies, coordinated health expo booths, etc.
- Event planning and coordination ie Grand Openings, Christmas Parties, doctors/office parties, etc.
- Photography and coordination with contracted videographer for promo media and materials.
- Executive Administrative Assistant to the CEO. Managed schedule, correspondence, travel arrangements, expense reports, and other miscellaneous tasks.

EDUCATION:

Professional Certified Marketer® Certification, 06/2022 - American Marketing Association
Associates of Arts, 2018 - Glendale Community College - Glendale, AZ
Production Assistant Internship, 2017 - PHXTV/know99 - Phoenix, AZ

SKILLS:

Digital marketing strategy, brand management, marketing campaign direction, social media presence management, photo/video production, multi-project management, graphic design, creative direction, web design/SEO, event planning, R&D, and more.

REFERENCES:

Available Upon Request