

Monica Hurtado Santos

Marketing • Graphic Design • Branding

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SKILLS

- Brand Strategy
- Media Planning
- Email Marketing
- Graphic Design
- Social Media
- B2B Relations
- Market Research
- Event Planning
- Photo Editing
- Copywriting
- InDesign
- Illustrator
- Photoshop
- Constant Contact
- Mail Chimp
- Sprout Social
- Hubspot
- Wordpress
- Klaviyo
- Marketo

EXPERIENCE

Creative World Schol - Bonita Springs, FL - *Content Marketing Coordinator*

September 2023 - Present

- Develop creative marketing content and strategies to support national and franchise-level campaigns.
- Produce and manage digital assets, including newsletters, blogs, social posts, infographics, and videos.
- Collaborate cross-functionally to maintain consistent brand storytelling and visual identity.
- Analyze content performance and apply insights to optimize engagement across all channels.
- Support instructional design content and align internal materials with brand standards.

Capstone Companies—Charlotte, NC - *Sr. Marketing Specialist*

February 2022 - August 2023

- Drive regional marketing efforts and create high-volume print and digital materials (25–100+ pages).
- Design firm branding assets and marketing campaigns for listings and initiatives.
- Conduct research and write market summaries to support sales and business growth.
- Partner with teams to improve marketing processes, contributing to a 200% productivity boost.

USTA Florida—Orlando, FL - *Sr. Content Marketing Specialist*

February 2021 - February 2022

- Created content for digital campaigns, newsletters, and social media.
- Implemented strategies to improve channel performance and audience engagement.
- Managed brand visuals, monitored analytics, and delivered data-informed updates.
- Designed assets and managed multi-platform content distribution.

The Prego Expo—Winter Park, FL - *Marketing Manager*

July 2018 - February 2021

- Lead the execution of marketing programs for consumer-facing advertising and sales
- Design and create original marketing content
- Manage the social media team responsible for engagement, influencer relations, and customer service
- Social media content creation, scheduling, and monitoring
- Internal and external email marketing campaign development
- Lead registration team for all in-person events

EDUCATION

Full Sail University—Winter Park, FL - *Media Design, MFA*

May 2015 • Brand Development Award

Universidad Del Sagrado Corazón—San Juan, PR - *Creative Advertising, BA*

May 2013 • Cum Laude