

Monica Hurtado Santos

MARKETING & GRAPHIC DESIGN



+1-954-591-7874

monica.hurtado.santos@gmail.com

Winter Park, Florida

www.monicahurtadosantos.com

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

Education

Full Sail University

Media Design, M.F.A.

2015

Universidad del Sagrado Corazón

Advertising/Creative Design

2013

Experience

Marketing Specialist

Capstone Companies

02.2022–Present

- Lead regional marketing efforts including project assignment, management, and production
- Create multi-page (25-100+ page) documents for print and digital use
- Create and edit firm marketing materials and campaigns for client listings and firm initiatives
- Research, collect, and analyze market data
- Write high-level industry narratives about market conditions, economic conditions, specific assets, and regional highlights
- Improve regional productivity by 200%

Marketing Content Specialist

USTA, Florida

08.2021–02.2022

- Work with the marketing team to develop creative materials for program promotions and campaigns
- Manage multiple social media accounts by implementing best-in-class practices and strategies on all channel
- Develop social media adverts
- Monitor digital channel and advert analytics weekly, and recommend data-backed changes in content
- Produce logos and artwork for premium items.

Marketing Manager

The Prego Expo

07.2018–08.2021

- Lead the execution of marketing programs
- Design, and create original marketing content
- Translate strategic direction into high-quality design within an established brand identity
- Manage team responsible for social media engagement, influencer relations and customer service
- Create marketing collateral for sales team
- Social media content creation, scheduling and monitoring
- Internal and external email marketing campaign development
- Lead registration team for all in-person events

Marketing Specialist

Premium Properties Real Estate

01.2018–12.2018

- Ensured that website, social media, collateral, and other communications accurately reflected the company brand
- Responsible for creating, delivering, editing, and optimizing online and print marketing materials
- Assist agents with personal branding and creating custom marketing material for listings

Marketing Assistant

Best Beach Real Estate

12.2013–09.2017

- Generated marketing materials, brochures, flyers, postcards, and new client packets
- Responsible for coordinating and implementing internal marketing communication projects
- Coordinated all social media, public relations, and special events
- Tracked sales data, maintained promotional material inventory, and prepared final reports