

Edwin Santiago

Esantiago@ucsb.edu · (323) 495- 7715 · [Linkedin.com/in/edwin-santiago/](https://www.linkedin.com/in/edwin-santiago/)

EDUCATION

University of California, Santa Barbara – *Santa Barbara, California* Expected Graduation: June 2022
Bachelor of Arts in Communication, Minor in Applied Psychology GPA: 3.6

- Honors: Dean's List, Letters & Science (2021)
- Activities: Lambda Pi Eta UCSB (National Honors Society) and UCSB Educational Opportunity Program
- Courses: Digital Consumer Behavior, Communication Research Methods and Theories of Communication

Santa Monica College – *Santa Monica, California* Graduated: June 2020
Associate of Arts in Communication Studies, Arts and Humanities (Double Associates) GPA: 3.75

- Honors: Dean's List (2019-2020)

WORK EXPERIENCE

University of California, Santa Barbara – *Santa Barbara, California* October 2021 – December 2021
Reader / Teaching Assistant

- Provided the professor with information on every student's achievements and assist with evaluations of students.
- Assisted the professor with evaluation of student's feedback to their presentations and other course assignments.

Infolace USA – *Los Angeles, California* June 2017 – December 2021
Concierge

- Evaluated over 250 daily customer needs, through quick response time from emails, Kipsu Text Messages, and other customer inquiries.
- Maintained accurate "Hotel Contact List" with updated hotel concierge information and conducted outreach via phone calls, hotel visits, and email 250+ hotels about upcoming Beverly Center Mall Events.

Vivid Candi – *Malibu, California* May 2021 – June 2021
Digital Marketing Assistant

- Strategized and managed paid digital marketing campaigns for countless food establishments with a monthly budget of \$2,000 to reach a larger audience of potential customers.
- Presented findings of the research, outreach, tested pitches and managed marketing strategies for influencer marketing.

Stamp Social – *Dallas, Texas (Remote)* April 2021 – June 2021
Marketing Intern/ Social Media Content Specialist

- Spearheaded all marketing promotional activities (social media and website) and drove over 250% more users.
- Presented market analysis and researched on competitive markets for promotional presentations/ sponsorships to drive more users to the Stamp Social (mobile application).

LEADERSHIP & VOLUNTEER EXPERIENCE

Career Village – *Palo Alto, California* February 2021 – Present
Communication Major, Volunteer

- Provide guidance about goals, occupational preferences, educational objectives, and high school evaluation.
- Assist students with the college admissions process, attain study skills, academic opportunities, and benefits.

Strive 4 You – *Nashville, Tennessee* March 2021 – June 2021
Social Media Coordinator, Volunteer

- Fundraised \$3,200 for fundraisers and other special events on social media posts / email newsletters.
- Drove 175% more user engagement through utilizing all of the features on Facebook, Instagram, and TikTok.

SKILLS & INTERESTS

- Additional Volunteer Work: Mentoring United States military members and veterans at Hire Heroes USA.
- Technical Skills: Google (Sheets, Documents, Slides, Suite), Microsoft Office (Excel, PowerPoint, Word).
- Languages: Fluent in Spanish and English.
- Interests: Rejection therapy, listening to financial podcasts, and trying new banana bread recipes.