



DAVID SANTANA

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to view creative work, visit:

phidesigned.com



SUMMARY OF EXPERIENCE:

David is a recent graduate with a BA in Product Design & Material Studies who is eager to continue to advance his professional career, without giving up his passion for practicing design. Upon graduating, David began working in the marketing field, and has developed over three years of comprehensive experience in nearly every element of the marketing spectrum.

As his background has evolved, David is now looking to move forward to combine his vast marketing experience with his devotion for design in order to create comprehensive brand strategies that push data-driven results for organizations looking for a competitive business advantage. His philosophy is basic - drive traffic and generate leads/conversions to your organization through competitive marketing strategies and an eye-catching design experience to globally expose your brand - both digitally and physically.

If you need a great, highly organized multi-tasker who has proven his eager work ethic through his previous experiences and helped organizations better reach their goals, please do not hesitate to contact David today.



EDUCATION:

University of Oregon - Eugene, OR (Fall 2010 - Spring 2014)

- BA Product Design & Materials Studies

San Pasqual High School - Escondido, CA (Fall 2006 - Spring 2010)

- High School Diploma



WORK EXPERIENCE:

Americover Inc. - Escondido, CA (Nov. 2015 - May 2017)

Digital Marketing Specialist/Graphic Designer

- Designed and ran campaigns across multiple platforms which led to an increase in leads and conversions to the site
- Designed emails and landing pages to go with said campaigns through automation software (via SharpSpring)
- Worked with CRM software (ACT!) to create lists and databases
- Wrote blogs, posts, and other content to drive SEO, CRO, and other traffic to the organization's digital assets
- Implemented tracking codes on key elements of the site to track events, conversions, and other actions for further analysis
- Updated all marketing collateral using a design style which I established for the organization's 'update' phase
- Translated landing pages and documents to Spanish to further reach new audiences
- Managed all social platforms through automation services (via HootSuite) to push engaging content and further drive leads/conversions
- Created 'swag' (T-Shirts, lighters, stickers, etc.) for trade shows, mailings, handouts, etc.

ARRK Product Development Group USA - San Diego, CA (Oct. 2014 - July 2015)

Marketing Assistant

- Worked with platforms such as Mailchimp, StampReady, and MyNewsletterBuilder to develop emails to send out to lists/databases
- Ran weekly and monthly reports to determine the success of keywords, CPC campaigns, SEO tactics, etc.
- Designed marketing collateral to be used in trade shows, mailings, meetings, etc.
- Conducted in-depth market research to develop competitive content for the company blog, emails, social posts, etc.
- Managed all social media accounts and created monthly content calendars to schedule posts

American Faucet & Coatings Corporation - Vista, CA (Sept. 2014 - Nov. 2014)

Graphic Design Intern

- Helped out with basic design work
- Arranged, rendered, and laid out parts for specifications and BOMs
- Used CAD software (Solidworks) to make edits or modifications to existing products and export drawings for later use
- Performed manual metrology of critical dimensions on key components, parts, and assemblies

Freelance Design Work (2011 - present)

Self-Employed

- Helped design a luxury phone case for a UO colleague
- Designed a restaurant interior for a business in Baja Mexico
- Designed campaign logos for a colleague's political consulting agency in Oregon
- Designed logos for a friend's personal training/fitness website as well as other graphics for social, emails, web, apps, etc.

Nordstrom - Escondido, CA (June 2010 - Oct. 2014)

Sales - Department Specialist

- Worked in Men's Suits & at Home department
- Worked seasonally during my college years (summers and holidays, when home for breaks)
- Commission based pay - I met or exceeded daily sales goals and monthly quotas
- Gained an extensive knowledge of product knowledge and built a reputable customer base, many of which remained loyal customers to me each season



CERTIFICATIONS:

via Google:

- Google Analytics GAIQ (valid May 2017 - Nov. 2018)
- Ecommerce Analytics: From Data to Decisions (valid May 2017 - May 2018)
- Google Tag Manager Fundamentals (valid May 2017 - May 2018)

via CodeCademy:

- HTML/CSS (does not expire)



QUALIFICATIONS:

Bilingual, fluent

- English and Spanish
- Dual citizenship (US/Spain)

Microsoft Office Products

- Keen on Word, Excel, Outlook, & Powerpoint

Marketing - Google for business

- Understand SEO best practices, Google Analytics, & Google Keywords as well as PPC/CPC campaigns
- Versed in most Google Business products

Marketing - Social Media for business

- Understand best practices using data analytics on Facebook, LinkedIn, Twitter, Pinterest & Google +, as well as campaigns for the several platforms
- Understand how to use social media automation platforms such as HootSuite and Buffer

Adobe Creative Suite (CS6)

- Fluent in InDesign, Illustrator, Photoshop, Dreamweaver, & Acrobat

Keyshot Rendering

- Proficient in final rendering for creating convincing scenes

Solidworks CAD

- Proficient in prototyping and reverse engineering solid models

3D StudioMax, Maya

- Understand basic animation

Corel Draw

- Proficient in basic illustration

Drawing, sketching, & painting/color theory

- Have had freehand and formal experience since 2006

Modeling & Prototyping

- Experienced with most designer's tools
- Proficient in working with most ceramics
- Proficient in woodworking and using shop tools
- Proficient in modeling with plastics
- Understand the design and manufacturing processes, materials, & technologies available today



ORGANIZATIONS & SOCIETIES:

Phi Delta Theta - Eugene, OR (Fall 2010 - Spring 2014)

- Oregon Alpha Chapter - Risk Manager (2011-2014)

International Order of DeMolay - Escondido, CA (2009 - 2012)

- Senior Councilor of Agate Chapter from 2009- 2010

Boy Scouts of America - San Diego, CA (2005 - 2009)

- Made Eagle Scout at age 15
- Bronze, Gold, & Silver Palm