

# ANDREA DE SANTIAGO

323-970-9654

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## PROFILE

With a deep passion for all things media, my knowledge in editing allows me to stay on top of trends. My creativity allows for me to actively seek new ways to bring my ideas to life.

## EDUCATION

2024- Present

**CALIFORNIA STATE UNIVERSITY OF LONG BEACH**

- Public Relations

2022-2024

**CERRITOS COMMUNITY COLLEGE**

- Associate's degree of communication studies

## EXPERIENCE

2024 - PRESENT

### Student assistant

Office of belonging and Inclusion: Latine Resource Center at California State University Long Beach

- Create and co-manage social media
- Develop and execute comprehensive marketing strategies that drive traffic to Instagram and events
- Edit videos and design graphics
- Build community at the Latine Student Center

2024-Present

### Facilitator

Latinas at the Beach California State University Long Beach

- Led conversations in a space designed for Latina Women
- Advocated for funding for the program, led to a \$500 grant being awarded
- Brainstorm monthly activities to build community amongst Latina students on campus
- Co-managed the social media Instagram account
- Participated in the event planning for the Latina Connection Conference
- Designed graphics for the social media page

## SKILLS

- Event Planning
- Public Relations
- Teamwork
- Time Management
- Leadership
- Effective Communication
- Critical Thinking

## TECHNICAL SKILLS

- Advanced in video editing software (CapCut, Videostar,)
- Proficient in Photo editing and Design (Canva, Picsart, Lightroom, Photoshop, InDesign)
- Proficient in Excel, Google sheets, PowerPoint, Instagram, TikTok, Yuoutube

## LANGUAGES

- English
- Spanish