

Carla Cardona Marrero

INTERACTIVE DESIGN STUDENT

✉ crcmtm@outlook.com [🔗 portfolio](#) [👤 carlacardonam](#)

Interactive Design student and aspiring full stack designer combining analytical skills with user-focused design thinking. My background in creative direction and music helps me weave the storytellers perspective into my design solutions. I combine user research, prototyping in Figma and front end development basics to build interactive experiences.

EXPERIENCE

Social Media Associate [🏢 Rome Analytics LLC](#) [📅 JAN 2023 – OCT 2024](#)

Social Media Management and Content Creation

- Managed social media accounts for affiliated companies
- Designed social media templates using Figma and Adobe Suite
- Used Buffer and Meta Business Suite to track engagement and optimize content
- Created targeted ads to reach specific audiences

Community Engagement and Digital Marketing

- Conducted research to identify target audiences
- Designed and launched newsletters
- Maintained websites for affiliated companies
- Monitored website traffic and customer inquiries

Administrative Assistant [🏢 Roca Rentals LLC](#) [📅 JUL 2021 – DEC 2023](#)

Property Management Company

- Set up Microsoft Teams to improve team communication
- Reviewed tenant leases to ensure compliance with local laws
- Assisted with bookkeeping tasks under property manager supervision
- Monitored tenant payments and lease renewals
- Responded to maintenance requests and tenant concerns
- Helped implement SOPs to improve administrative workflows

Store Manager [🏪 Pura Vida Miami](#) [📅 2018-2019](#)

- *Led daily operations and trained team members*
- *Maintained food safety standards and protocols*
- *Coordinated inventory and vendor relationships using MarketMan*

SKILLS

Craft

Problem solving, creativity and collaboration

Tools

Figma, HTML/CSS, Adobe Suite, Microsoft 365
Light knowledge of SQL, R and Tableau

Languages

English and Spanish (Native Proficiency)

Creative Projects

Main vocalist and co-songwriter:
"Juntos" AT&T & Liberty Merger Campaign

EDUCATION

A.S. in Interactive Design

[🎓 Valencia College](#) [📅 Jan 2025-May 2027](#)
UX Research | Prototyping | HTML and CSS Design

UX Design Certificate

[🔗 Google UX Design Certificate](#) [📅 Nov 2024](#)
UX Research | Prototyping | Responsive Web Design

Data Analytics Certificate

[🔗 Google Data Analytics Certificate](#) [📅 Feb 2024](#)
Data Exploration | Data Processing | Data Analysis