# Carla Cardona Marrero

## INTERACTIVE DESIGN STUDENT

✉ crcmtm@outlook.com   🔗 portfolio   in 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)

## 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