

# SARAH MENDOZA

Web Designer &  
Marketing Specialist

## EDUCATION

Florida International University  
December 2013

Bachelors of Science in Communications  
Specialization in Advertising  
Minors in Art and Marketing

## SKILLS

Photoshop	After Effects
Illustrator	Google Web Designer
Dreamweaver	HTML/CSS
InDesign	

## DIGITAL EXPERIENCE

### Tools

Wordpress & Woocommerce  
Bootstrap  
Github  
Constant Contact/Mail Chimp  
Google Analytics

### Projects

Wordpress Website Development  
Woocommerce Site Development  
Landing Page Development  
Quick One Page Static Sites  
A/B Testing  
Animated Explainer Videos  
Animated/Static Ads for  
Google Display Network  
Email Marketing Campaigns & Templates  
Branding - Print & Digital

## CONTACT

Email: [dozzadesigns@gmail.com](mailto:dozzadesigns@gmail.com)  
Cell: 305.951.9528  
Portfolio: [dozzadesigns.com](http://dozzadesigns.com)

## Professional Experience

Exults Internet Marketing  
Design Specialist | April 2014 to Present

- Manage various projects on an ongoing basis consisting, but not limited to responsive Wordpress site development, Woocommerce site development, email marketing campaigns, landing page development, digital ad development and company branding.
- Create the following elements for all web related projects: proposals, wireframes, mock-ups and project outlines.
- Oversee all website development projects from the initial kick-off meeting to project launch. This includes duties such as maintaining client communication, research, tasking mockups to the development team, responsive testing, cross browser testing and launch.

FIU Online  
Student Support Specialist | April 2011 to April 2014

- Supported over 40,000 students and faculty within FIU using Blackboard Learn system via phone, chat, email and walk-in assistance.
- Created and managed an average of 400 daily cases in Salesforce
- Troubleshooted technical issues related to: Java, Browser Settings and Internet Connection

## Related Experience

Fort Lauderdale Civic Hackathon  
Website Designer and Event Participant | July 2016

- Created one-page landing page using a bootstrap starter template.
- Participated in actual Hackathon as a designer.

American Marketing Association of FIU  
Creative Director & Co-Founder of Marketing Agency | August 2014

### Creative Director

- Supervised agency projects and 30+ members
- Created branding and promotional materials for agency

### Co-Founder

- Established agency
- Developed agency's brand
- Managed client relations
- Created marketing materials for clients

### Awards

- Member of the Year - FIU College of Business
- Video of the Year - The American Marketing Association
- Creativity Award - FIU School of Mass Communications