

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
Email Template Design
Branding - Print & Digital

CONTACT

Email: dozzadesigns@gmail.com
Cell: 305.951.9528
Portfolio: 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