

Sabdy Rendon

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sabdyrendon@gmail.com

Education

- The University of Oklahoma, Norman, OK. Bachelor of Arts and Science, August 2011.

Employment

Tyler Media-OKC, OK, Creative Marketing Coordinator July 2012- Present

- Creating designs, concepts, and sample layouts, including designs for billboards, bus benches, websites, proposals, media kits, and sales sheets.
- Maintaining content and providing daily updates to company websites.
- Support and maintain social media networks.
- Assist in market research to support and define brand and marketing strategy.
- Organizes and plans events for marketing promotions.
- Analyze website content to deliver strategic communication solutions.
- Supervises promoters during special events.
- Assist on all planning and details for photo and video shoots to be used in all aspects of marketing

Ignition-OKC, OK, Promotional Coordinator, Aug. 2012-Present

- Demonstrate and explain products, methods, or services in order to persuade customers to purchase products or utilize services.
- Work as part of a team of demonstrators to accommodate large crowds.

Accion Oklahoma-OKC, OK, Associate Producer/Assignment Editor, Jan. 2012-July. 2012

- Translate news from English to Spanish and review written material.
- Resolve problems that arise during production of show.
- Monitor postproduction processes to ensure accurate completion of details.
- Maintain social media networks.
- Generate story ideas and delegating coverage of news reporters

Oklahoma Investment Group-Norman, OK Marketing/Advertising Coordinator, Aug. 2011-May 2012

- Design graphic and write advertising copy for ads
- Maintenance of website and social media.
- Established relationships with clients.
- Develop and create new marketing ideas.
- Organize events.

Tobacco Settlement Endowment Trust-OKC, OK, Graphic Design/Social Media Internship, Jan. 2011-May 2011

- Assist in social media tracking and Web analytics
- Manage Web copy regarding organization activities and events
- Implement Web/social media projects to increase organization awareness
- Help with coordination and implementation of special projects

Skills

- Microsoft Office suite
- Photography
- Adobe software- Photoshop, InDesign, Illustrator
- Strong organization and communication skills
- Social Networking
- Creative and Strategic Thinking

Activities

Advertising Chair of the University of Oklahoma Pan-American Student Association "PANAM", August 2009-May 2011.

Languages

- Proficient in Spanish; includes conversing, reading, and writing
- Able to switch between the two above languages with ease.