

# Sam Rodriguez

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## Education:

City College Of New York/CUNY, Harlem, NY  
Bachelor of Arts in Digital Design, June 2025

Hostos Community College/CUNY, The Bronx, NY  
Associates of Applied Science in Digital Design & Animation, June 2023, GPA: 3.8

## Qualifications:

**Technical:** Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere, Microsoft Word, PowerPoint

**Key Skills:** Graphic Design, Social Media Management, Market Research, Content Creation, Branding, Curation, Printing

**Core Qualities:** Organized, Team Player, Leadership, Creative, Detail-Oriented

## Work Experience:

*Social Media Intern*, Urban Wildlife Alliance, New York, NY February 2024-May 2024

- Manage the organization's social media: Instagram, Facebook, LinkedIn, Tik Tok
- Research and develop marketing campaigns and social media strategies
- Design posters, flyers, and graphics for marketing materials and social media posts
- Outline and budget organization event proposals

*Outreach Associate*, Hostos Community College, The Bronx, NY May 2022-June 2023

- Managed Instagram account for Hostos Media Design Department
- Gathered, reviewed, and selected interactive and interesting content to post for the account
- Increased account engagement by 90% within 6 months of starting
- Designed posters, flyers, and images using Photoshop, Illustrator, and InDesign

## Leadership:

*Print Club President*, Hostos Community College, Bronx, NY Fall 2022-Spring 2023

- Founded the Hostos Print Club
- Organized and presided club meetings
- Organized events for members to learn the foundation of printmaking
- Created an environment for members to share their work and feel included and valued

## Projects:

A Tale of Two Spectators Poster & Postcard | *November 2022*

- Designed a poster and postcard for a play based on the novel A Tale of Two Spectators
- Worked with client specifications during the publishing phase
- Adapted the poster to meet the client's visual concept
- Published poster to advertise play at Hostos

Personal Portfolio Book | *January 2023 - May 2023*

- Curated and revised a selection of projects to showcase my work
- Designed book cover, logo, and all content within the book
- Printed portfolio book into physical copy, available upon request