

# Samantha Rodriguez

Motivated and detail-oriented professional with strong experience in Graphic Design and Marketing.

San Juan, PR

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<https://samrodriguez.co>

## EXPERIENCE

### **Urban Wildlife Alliance, New York, NY — Social Media Intern**

February 2024-March 2024

Managed organization's communication channels including social media platforms.

Supported marketing and outreach campaigns, ensuring clear and effective messaging.

Conducted research and maintained organized records for marketing campaigns.

Created visual and written content with precision to ensure brand consistency.

### **Hostos Community College, Bronx, NY — Outreach Associate**

May 2022-June 2023

Managed departmental communications via Instagram and other channels, increasing engagement by 90%.

Designed and distributed outreach materials to engage students and staff.

Assisted with administrative tasks supporting events and communications.

Responded to inquiries, provided information, and supported departmental events.

## EDUCATION

### **City College of New York, New York, NY — Bachelor of Arts in Digital Design**

September 2023- June 2025

### **Hostos Community College, Bronx, NY — Associates of Applied Science in Digital Design & Animation**

September 2021- June 2023

## LEADERSHIP

### **Hostos Community College, Bronx, NY — Print Club President**

Fall 2022-Spring 2023

Founded the Hostos Print Club and organized club meetings and events for members to learn the foundations of print making.

## SKILLS

Adobe Creative Cloud

★ Photoshop

★ Illustrator

★ After Effects

Digital Design

Marketing

Social Media Management

Content Creation

Figma

Microsoft Office