

LEONARD SANTOS

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Education

New York University, Steinhardt School, New York, NY

Master of Arts in Media, Culture, and Communication, GPA: 4.0

May 2021

- NYU Weber Shandwick Master in Residence

Bachelor of Science in Media, Culture, and Communication, GPA: 3.9

May 2019

- Double Minor: Web Programming & Applications and Business of Entertainment, Media & Technology
- Honors: Departmental Banner Bearer, Departmental Honors, Dean's List (September 2015 - May 2019)
- Awards: Founders Day Award (April 2019), Josh Goldfade Award for Writing (February 2016)

Work Experience

GEC Academy

Mentor of Media Programs

Beijing, China

- Assist with developing seven-week long media themed educational programs, including project design, lecture content, and workshops
- Conduct weekly lab sessions to aid students with their coursework and class assignments
- Review students' weekly assignments and give any additional support to the professor as necessary

June 2020 - Present

Weber Shandwick

Product and Technology Scholar

New York, NY

- Research external DEI initiatives and actions taken by clients, including Facebook, Pernod, and Under Armour
- Assist in technical research and development in X Practice, a client-engagement practice for technological and digital solutions
- Develop digital content, websites, and applications for clients like Enel X, Olympus, the American Pecan Council, and Mars

Sep 2019 - Present

MCC MediaLab

Head Lab Assistant

New York, NY

- Lead the MCC MediaLab to improve NYU's digital media literacy through implementing practice-based coursework into curriculums and classrooms
- Manage schedules of eight staff members, projects, social media, and communications between the MCC MediaLab and the greater university
- Facilitate approximately 100 workshops in web coding, Adobe software, and digital project implementation every year
- Organize the MediaLab's annual mediaWorks event, the department's digital media showcase for 40 practice-based student work

Aug 2017 - Present

Additional Experience

MA Student Association, *Digital/Events Coordinator*, New York,

Sep 2019 - Present

- Organize events for 120 graduate students in the Media, Culture, and Communication program
- Oversee all social media accounts, website content and design, and promotional materials

DeVOTE NY, Co-Creator and Web Developer, New York, NY

Mar 2020 - Present

- Advocate for comprehensive and medically accurate sex education in NY through Bill S4844/A6512
- Build and maintain website and track analytics

Courant Institute of Mathematical Sciences, *Computer Science Tutor*, New York, NY

Sep 2018 - May 2019

- Tutored Python and other programming languages for approximately 200 students

Projects

The Gr8 Indoors Virtual Concert

Apr 2020 - June 2020

- Coordinated fundraising a virtual concert that raised over \$4,000 for COVID-19 relief efforts and the NYCLU with over 500 viewers
- Act as technical lead by building the website, facilitating the Zoom webinar and livestream, and assisting performers with AV quality

MA in Museum Studies Independent Student Interactive Exhibits

Jan 2019 - May 2019

- Partnered with the NYU Master's Program in Museum Studies to build interactive digital exhibition prototypes

What Happens Now: LGBTQ+ Youth, Suicide, and Mental Health in the Social Media Age

Aug 2018 - May 2019

- Investigate how organizations use digital media to make wellness resources accessible on the Internet to respond to the mental health issues of LGBTQ+ youths, presented through my honors thesis and digital media project

Skills

Communications

- Event Organization
- Social Media
- Public Speaking

Technology

- HTML/CSS/JavaScript
- Python/MySQL
- Microsoft Office Suite

Design and Arts

- Photoshop/Premiere/Audition
- Game Design
- Music Composition/Arranging