

MARISOL SANTA CRUZ

PROFILE

Social media marketer motivated to constantly expand and grow your branding profile. I develop and implement online marketing strategies for Allegheny College. Looking for opportunities in consolidating digital marketing and data analytics experience across a variety of industries. Academic focus has been on media and cultural studies with an emphasis on visual storytelling with media technologies. Fluent in Spanish and English and have strong verbal and written communication skills to develop content for local, national, and global target audiences.

AWARDS

- Hispanic Scholarship Fund for distinguished scholarship
- Alden Scholar for maintaining a cumulative GPA of 3.5 and higher
- Merit-based Gilman Scholarship, U.S. Department of State's Bureau of Educational & Cultural Affairs for study abroad program
- Allegheny College Provost's Award for Summer Faculty-Student Collaborative Research
- 2019 Allegheny College Student/Faculty Collaboration Undergraduate Research Award



949-400-3083



SANTACRUZM@ALLEGHENY.EDU



WWW.LINKEDIN.COM/IN/MARISOL
SANTACRUZ2020



520 NORTH MAIN STREET, BOX
1691, MEADVILLE, PA 16335

EXPERIENCE

SOCIAL MEDIA ASSISTANT

- Involved in building the Allegheny College brand across various social media platforms by using a combination of Zoho and built-in analytics to monitor our success and key performance indicator.
- Provide communication and marketing support to enhance college's visibility for prospective worldwide who are looking for a top-level liberal arts education.

ALLEGHENY
COLLEGE

PA

2019

RESEARCH FELLOW

- Conducted archival research at the Crawford County Historical Society and the Special Collections at Allegheny College, on the Baldwin Reynolds Museum in Meadville, PA, with a focus on female histories that have shaped the County.
- Transcribed and organized the letters of the women from prominent families, who resided in the Baldwin Reynolds home, to reflect how their social worlds provide an understanding of the links between the local small town and global political affairs of that time .
- Presented research findings before Allegheny College as part of the Summer Undergraduate Research, Scholarship, and Creative Activities (URSCA) symposium.

ALLEGHENY
COLLEGE

PA

2018

SKILLS

MARKETING



LEADERSHIP



GOOGLE ANALYTICS



PROJECT DESIGN



SOCIAL MEDIA



INTERNATIONAL EXPERIENCE

- India Experiential Learning Study Abroad Seminar @ Allegheny College, Summer 2019 (May 13 - June 04)
- Created a reflection portfolio for the EXL 549: India - Restaging History as Media Event
- Made formal presentations on the study abroad experience, and the Gilman Scholarship, to three distinct communities: Saddleback High School, Allegheny College, and the Nicholas Academic Centers in California.

EDUCATION

ALLEGHENY COLLEGE, MEADVILLE PA
2016-2020

Bachelor of Arts Degree in
Communication Arts Major
Computer Science Minor

SADDLEBACK, SANTA ANA CA
2012-2020
High School Diploma
4.2 GPA

INTERESTS



Connecting with people



Philanthropy & Service volunteer work

REFERENCES AVAILABLE UPON REQUEST