

# SARAH MENDOZA

Web Designer &  
Marketing Specialist

## CONTACT INFORMATION

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## KEY EXPERIENCE

### Projects

Website Design & Development  
Graphic Design  
Branding  
Internet Marketing Solutions

### Tools

Wordpress & Woocommerce  
Bootstrap  
Github  
Constant Contact/Mail Chimp  
Google Analytics

## SKILLS

Photoshop	After Effects
Illustrator	Google Web Designer
Dreamweaver	HTML/CSS
InDesign	

## EDUCATION

Florida International University  
December 2013

Bachelors of Science in Communications  
Specialization in Advertising  
Minors in Art and Marketing

## Professional Experience

### Exults Internet Marketing

Design Specialist | April 2014 to Present

- Lead designer and decision maker for various projects on an ongoing basis consisting, but not limited to:
  - Wordpress Site Development
  - Woocommerce Site Development
  - Application Development
  - Landing Page Development
  - Explainer Videos
  - Email Marketing Campaigns
  - Email Template Development
  - Banner Ads
  - Branding & Print
- Responsibilities for all website development projects include:
  - Aid in initial project proposal
  - Maintain communication with clients until site launch
  - Wireframe all site pages using Photoshop
  - Design complete site for desktop, tablet and mobile devices
  - Manage all third-party vendor tasks
  - Test site for all possible screen resolutions
  - Test site across all web browsers; Chrome, Firefox & Safari
  - Launch site

### FIU Online

Student Support Specialist | April 2011 to April 2014

- Supported over 40,000 students and faculty within FIU using Blackboard Learn system via phone, chat, email and walk-in assistance
- Created and managed an average of 400 daily cases in Salesforce
- Troubleshooted technical issues related to: Java, browser settings and Internet connection

## Related Experience

### Fort Lauderdale Civic Hackathon

Website Designer and Event Participant | July 2016

- Created one-page landing page using a bootstrap starter template
- Participated in actual Hackathon as a designer

### American Marketing Association of FIU

Creative Director & Co-Founder of Marketing Agency | August 2014

#### Creative Director

- Supervised agency projects and 30+ members
- Created branding and promotional materials for agency

#### Co-Founder

- Established agency
- Developed agency's brand
- Managed client relations
- Created marketing materials for clients

#### Awards

- Member of the Year - FIU College of Business
- Video of the Year - The American Marketing Association
- Creativity Award - FIU School of Mass Communications