

# SARAH MENDOZA

Web Designer &  
Marketing Specialist

## EDUCATION

Florida International University  
December 2013

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

## SKILLS

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

## DIGITAL EXPERIENCE

### Tools

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

### Projects

Wordpress Website Development  
Woocommerce Site Development  
Landing Page Development  
Quick One Page Static Sites  
A/B Testing  
Animated Explainer Videos  
Animated/Static Ads  
Email Marketing Campaigns  
Email Template Design  
Branding - Print & Digital

## CONTACT

Email: [dozzadesigns@gmail.com](mailto:dozzadesigns@gmail.com)  
Cell: 305.951.9528  
Portfolio: [dozzadesigns.com](http://dozzadesigns.com)

## Professional Experience

Exults Internet Marketing  
Design Specialist | April 2014 to Present

- Managed various projects on an ongoing basis consisting, but not limited to:
  - Wordpress Site Development
  - Woocommerce Site Development
  - Application Development
  - Landing Page Development
  - Email Marketing Campaigns
  - Email Template Development
  - Banner Ads
  - Branding & Print
- Responsibilities for all website development projects included:
  - Project proposals
  - Maintaining communication with client until site launch
  - Wireframes (designed using photoshop)
  - Website design
  - Tasking and overseeing the development of the site
  - Testing site for all possible screen resolutions
  - Cross browser testing
  - Launching 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