

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

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 with responsive desktop, tablet and mobile devices in mind
 - Manage all third-party vendor tasks
 - Test site for all possible screen resolutions
 - Test site across all web browsers; Chrome, Firefox, IE & 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