

Sofia Salazar Santos

Social Media Specialist and Graphic Designer

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Fast-learning team player specializing in social media design, management, and website design. Skilled in creating engaging visuals, enhancing brand identities, designing print assets, and developing functional websites. Experienced in logo design, brand image development, and customer engagement, with a track record of boosting social media presence.

SKILLS

- Social media design & management
- Logo design
- Image editing
- Illustrator
- Canva & Capcut
- Branding and identity
- Facebook/Instagram/Tiktok
- Office 365
- Google Workspace
- CRM (Asana & Zoho One)

WORK EXPERIENCE

Graphic Designer | SMARTLY DONE, TAMPA, FL

Nov 2022 - Mar 2025

- Responsible for creating engaging social media graphics and visual content for 10+ social media clients.
- Developed creative design for print materials, brochures, banners, and signs.
- Created branding identities for various companies in different industries.
- Built websites using Umbraco and USkinned as a CMS platform.
- Utilized basic CSS and HTML to create visually appealing and user-friendly and to ensure websites were responsive and compatible with multiple screen sizes and devices.
- Optimized landing pages for SEO purposes.
- Managed kickoff and check-in meetings with clients to ensure high satisfaction with our services.

Graphic Designer and Social Media Specialist | FREELANCER, REMOTE Jul 2020 - Nov 2022

- Managed social media accounts, ensuring timely responses to comments, messages, and reviews for enhanced customer service.
- Produced visually appealing graphics using design tools such as Canva or Adobe Creative Suite to enhance social media presence.
- Developed graphics and visual content for social media campaigns.
- Creating brand image for various businesses.

EDUCATION

Bachelor of Science - University of South Florida

August 2022

Mass Communication in Public Relations and Advertising

LANGUAGES

English: Bilingual

Spanish: Native

French: Elementary

