

Xavier Santiago

Xa.Santiago@outlook.com | (954)-882-8572



EDUCATION & CERTIFICATIONS

University of Central Florida – Major GPA: 3.2

Orlando, FL

Bachelor of Science in Business Administration - Marketing

Graduation: August 2022

Certifications: Google Analytics, Google Campaign Manager, HubSpot Content Marketing, HubSpot Inbound Marketing

PROFESSIONAL EXPERIENCE

Experience utilizing: G Suite, Google Analytics, Google Ads, Meta Ads, Wordpress, SQL, Python and Mailchimp

Crescent Consulting, LLC

Orlando, FL

Marketing Associate

June 2022 – Present

- Instill SEO best practices through weekly blogs, averaging 500 words each, providing keyword optimized web copy, and increased social media engagement which led to an 800% surge in website traffic over 3 months.
- Executed a successful e-mail marketing campaign through effective competitor analysis that increased consultations calls by 20% within first two months.
- Worked to establish a more cohesive brand identity that clearly emanates the mission and value of the company; Includes developing and fostering relationships with existing and prospective clients.

Chatter Buzz Media

Orlando, FL

Junior Marketing Data Analyst

April 2022 – June 2022

- Analyzed data from 15,000 online monthly users and identified key outputs within google analytics to guide marketing and product pricing strategies; Increased clients avg. campaign CTR by 50% and decreased landing page bounce rate by 30%
- Increased client's organic website traffic by 18% using in-depth keyword analysis; Implemented optimal copywriting techniques within blogs and articles that improved google site ranking
- Compiled google slide presentations for client campaign pitches, kickoff meetings and competitive analysis reports

TetraTech

Maitland, FL

Finance assistant

April 2019 – March 2022

- Compiled, and analyzed financial documents amounting over \$250,000 to ensure accurate reporting of detailed records
- Utilized excel to conduct daily accounting reconciliation and invoice analysis reports with extreme attention to detail to provide clients with clear and error free reports.
- Demonstrated ability to lead a team of 6 to continuously meet project deadlines while maintaining high quality of work.
- Provided monthly invoice audit training to team members which increased the efficiency of the department by decreasing delivery time on projects by 40%

LEADERSHIP AND PROFESSIONAL DEVELOPMENT

American Marketing Association @ UCF – VP of Growth and Innovation

Orlando, FL

May 2021 – Jan 2022

- Aided in the successful implementation of a new college-wide program, the RSO Taskforce. This program partners AMA members with registered student organizations to develop digital marketing campaigns with the goal of increasing member engagement and registration.

ALPFA UCF (Association of Latino Professionals for America)

Orlando, FL

Lead of Events Committee & Corporate Relations

- Collaborated with 12+ committee members to maximize operational efficiency within curated events to promote networking, professionalism and enhance membership relations.
- Coordinated partial proceeds with various restaurants/businesses to fund raise \$1200; Created a social networking environment for 200+ members

PERSONAL INTEREST AND HOBBIES

Kayaking | Rock Climbing | Learning programming languages | Learning Salsa | Personal Book Review Blog | Watching Movies