

Gabriela Santos

Media Buyer and Planner

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EXPERIENCE

Freelancer Media Buyer, Guaynabo, Puerto Rico - *Zenith Media*

June 2026 - Present

- Manage media budgets for multiple client accounts, ensuring campaigns remain on budget and align with client objectives
- Monitor campaigns, optimize spending based on performance, and communicate budget updates to clients and internal teams
- Coordinate campaign execution, analyze results, and recommend optimizations to improve overall performance

Loyola University Ad Team, New Orleans, LA - *Media Lead and Presenter*

October 2025 - April 2026

- Directed media strategy for a \$10M budget, optimizing channel allocation to increase reach across digital and traditional platforms, such as social, OTT, OOH, digital audio, and search
- Presented media rationale and budget recommendations to the judge panelists at the AAF District 7 Competitions, where I was awarded Best Presenter for the whole district

The Shawn M Donnelley Center, New Orleans, LA - *Social Media Lead*

August 2025 - December 2025

- Oversaw the social media strategies for the parent client, which increased posting volume by 8% year-over-year
- Generated 1,000+ total engagements through consistent content cadence and cross-team collaboration
- Supervised content calendar development and aligned messaging with organizational programming and events

DDB Latina Puerto Rico, Guaynabo, Puerto Rico - *Master Class Internship*

June 2025 - July 2025

- Completed a 5-week rotation across Strategy, Accounts, Media, PR, Digital, and Creative departments
- Observed agency workflow, client services, campaign structure, and media processes
- Collaborated with a team to develop a full campaign for a high-growth client
- Conducted audience research and contributed to media planning
- Presented campaign strategy and deliverables to agency leadership

The Shawn M. Donnelley Center, New Orleans, LA - *Digital Strategy Associate*

January 2025 - May 2025

- Oversaw the overall social media strategy and provided final approval for content ideas
- Developed and executed digital content strategy, producing over 20 posts that generated 750+ engagements
- Maintained a consistent average engagement rate (35 interactions per post) comparable to prior semester performance

Loyola University Ad Team, New Orleans, LA - *Strategic Planner*

October 2024 - April 2025

- Supported media planning and strategic development for a \$70M integrated campaign spanning social, OTT, OOH, linear TV, search, display, and programmatic channels
- Contributed insights on platform effectiveness, cost efficiency, and target alignment to support full-funnel strategy

DDB Latina Puerto Rico, Guaynabo, Puerto Rico - *Media Intern*

June 2024 - July 2024

- Collaborated in purchasing media space and time for clients, adhering to campaign plans and achieving cost efficiencies
- Executed campaigns according to strategy and key performance indicators (KPIs)
- Managed media purchases using the Intersoft system, following finance procedures and meeting deadlines
- Assisted in media contracting and distributed contracts internally
- Monitored contract schedules to ensure campaigns ran on time with correct creative assets
- Supported optimization of both offline and online media purchases

SKILLS

Technical Skills & Analytics: Performance Analysis, CPM benchmarking, Market Research, Consumer Insights Development, Data Interpretation

Platforms and Tools: Meta Business Suite, Intersoft, Buffer, Google Spreadsheets

Creative Tools: Adobe InDesign, Adobe Illustrator, Adobe Express, Canva

Languages (Fluent): English, Spanish

Certifications: HubSpot Social Media Certification

EDUCATION

Loyola University New Orleans, New Orleans, LA - *Bachelor's in Mass Communication - Advertising*

Academic Honors: 3.7 GPA, Magna Cum Laude, Dean's List for 8 out of 8 semesters, National Society of Leadership and Success, Phi Eta Sigma, Alpha Delta Sigma

Clubs and Organizations: National Association of Hispanic Journalists - Social Media Chair, Advertising Club - Vice President