

Gabriela Santos

Brand Strategist and Media Planner

Contact Information

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Experience

Loyola University New Orleans Ad Team

Media Lead

October 2024 - Present

- Oversee the media planning and budgeting for the campaign; Collaborate with other departments, such as the Creative team and the Research team
- Ensure channels and media are relevant to the client

The Shawn M. Donnelley Center

Social Media Lead

August 2025 - December 2025

- Responsible for overseeing social media strategies for client accounts
- Ensure content aligns with client voice and objectives across platforms

DDB Latina Puerto Rico

Masterclass Internship

June 2025 - July 2025

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

The Shawn M. Donnelley Center

Digital Strategy Associate

August 2024 - May 2025

- Oversee the overall social media strategy, provide final approval for content ideas
- Ensure alignment with organizational objectives, as well as collaborate with the PR Department and Creative Department
- Create visuals such as promotional images and social media posts for non-profit organizations
- Collaborate with other departments such as the Public Relations Department and the Strategy Department

Loyola University New Orleans Ad Team

Strategic Planner

October 2024 - April 2025

- Develop the campaign strategy
- Focus on consumer insights, messaging, positioning, and competitive differentiation

DDB Latina Puerto Rico

Media Intern

June 2024 - July 2024

- Collaborate in purchasing media space and time for clients, following the plan and achieving efficiencies
- Help execute campaigns according to strategy and KPIs
- Use the Intersoft system for purchases, following Finance procedures and deadlines
- Participate in media contracting and distribute contracts internally
- Monitor contract schedules to ensure campaigns run on time with the correct creative
- Assist in optimizing both offline and online purchases

Education

Loyola University New Orleans - New Orleans, LA

Class of 2026

B.A. in Mass Communications - Advertising, Minor in English

GPA 3.7

Relevant Coursework

Communications Writing, Digital Communication, Advertising, Intro to Layout and Design, Strategic Content Creation, Strategic Event Plan and Promo, Media Planning, Research in Advertising and PR, Social Media Strategies, Law of Mass Communications

Academic Honors

Dean's List for 7 out of 7 semesters, Member of National Society of Leadership and Success, Member of Phi Eta Sigma

Clubs and Organizations

National Association of Hispanic Journalists - Member, Advertising Club - Member, VP

Skills and Certificates

Creative

Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe Premiere Pro, Canva, Adobe Express

Communications and Advertising Services

Intersoft, Meta Business Suite, Buffer

Languages

English, Spanish

- Both fluent languages

Certificates

Social Media Certificate from Hubspot Academy