

Contact Information

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Experience

Loyola University New Orleans Ad Team Media Lead	October 2024 - Present <ul style="list-style-type: none">Oversee the media planning and budgeting for the campaign; Collaborate with other departments, such as the Creative team and the Research teamEnsure channels and media are relevant to the client
The Shawn M. Donnelley Center Social Media Lead	August 2025 - December 2025 <ul style="list-style-type: none">Responsible for overseeing social media strategies for client accountsEnsure content aligns with client voice and objectives across platforms
DDB Latina Puerto Rico Masterclass Internship	June 2025 - July 2025 <ul style="list-style-type: none">Completed a 5-week rotation across Strategy, Accounts, Media, PR, Digital, and Creative departmentsLearned about agency workflow, client services, campaign structure, and media processesCollaborated with a team to develop a full campaign for a clientConducted audience research and contributed to media planningPresented campaign strategy and deliverables to agency leadership
The Shawn M. Donnelley Center Digital Strategy Associate	August 2024 - May 2025 <ul style="list-style-type: none">Oversee the overall social media strategy, provide final approval for content ideasEnsure alignment with organizational objectives, as well as collaborate with the PR Department and Creative DepartmentCreate visuals such as promotional images and social media posts for non-profit organizationsCollaborate 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 <ul style="list-style-type: none">Develop the campaign strategyFocus on consumer insights, messaging, positioning, and competitive differentiation
DDB Latina Puerto Rico Media Intern	June 2024 - July 2024 <ul style="list-style-type: none">Collaborate in purchasing media space and time for clients, following the plan and achieving efficienciesHelp execute campaigns according to strategy and KPIsUse the Intersoft system for purchases, following Finance procedures and deadlinesParticipate in media contracting and distribute contracts internallyMonitor contract schedules to ensure campaigns run on time with the correct creativeAssist 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	Languages English, Spanish <ul style="list-style-type: none">Both fluent languages
Communications and Advertising Services Intersoft, Meta Business Suite, Buffer	Certificates Social Media Certificate from Hubspot Academy