

# Gabriela Santos

## Media Buyer and Planner

787-470-75533 · gabrianasantos@gmail.com · linkedin.com/gabrielaisabelsantosacevedo · gabrielasantos.portfolial.com

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### EXPERIENCE

#### Loyola University Ad Team, New Orleans, LA - Media Lead

October 2025 - PRESENT

- 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
- Present media rationale and budget recommendations to the judge panelists at the AAF District 7 Competitions

#### 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

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### 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

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### EDUCATION

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

Graduation May 2026

**Academic Honors:** 3.7 Overall GPA, Magna Cum Laude, Dean's List for 7 out of 7 semesters, National Society of Leadership and Success, Phi Eta Sigma

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