

Santiago Molina

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Summary

Dynamic journalism student with a diverse background in reporting, visual design leadership, and high-volume customer service. Skillful at managing and operational efficiency through a unique blend of analytical research and creative storytelling. Proven track record of enhancing audience engagement by leveraging multimedia strategies and a deep understanding of consumer behavior. Highly adaptable, with a commitment to delivering impactful communications in fast-paced, deadline-driven environments.

Experience

STUDENT REPORTER | THE CHARGE | 2025- PRESENT

- Spearheaded the digital coverage for rowing, track, and professional volleyball through timely recaps and sports analysis.
- Reported on local events, providing timely news stories and feature pieces that informed and engaged a diverse readership.
- Collaborated with editorial teams to develop engaging headlines.

BARTENDER | CHUY'S TEX-MEX | 2023-2025

- Lead bartender and trainer for new servers.
- Managed high-volume service in a fast-paced environment, ensuring technical accuracy in drink preparation to meet customer expectations.
- Upsold specialty items and seasonal promotions, contributing to a measurable increase in weekly beverage revenue.

SALES ASSOCIATE | MICHAEL KORS | 2022-2023

- Cultivated brand loyalty through extensive product knowledge, consistently exceeding monthly sales targets.
- Processed complex transactions and handled customer data with a high degree of accuracy and confidentiality.
- Handled stock, cashiers, and floor leadership.

DESIGN SUPERVISOR | HIT PROMOTIONAL PRODUCTS | 2021-2022

- Optimized design workflows, reducing times by implementing templates and improving digital asset management.
- Ensured brand integrity by auditing all graphics for color accuracy, typography standards, and client-specific style guidelines.
- Led edits of promotional materials to final production for national accounts, enhancing visual appeal

Education

B.S. IN BROADCAST JOURNALISM | 2024-PRESENT | UNIVERSITY OF CENTRAL FLORIDA, ORLANDO, FL

SOCIAL COMMUNICATION | 2018-2021 | UNIVERSIDAD DEL VALLE, CALI, COLOMBIA

SKILLS & ABILITIES

- News Writing
- Digital Content Creation
- Customer Service
- Sales Techniques
- Team Leadership
- Bilingual