

Rebecca Santana

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EDUCATION

University of Florida | Gainesville, FL

May 2012

Bachelor of Science in Telecommunication Management | Concentration in Business Management and Marketing

PROFESSIONAL EXPERIENCE

Coca-Cola Beverages Florida | Tampa, FL

Communications Specialist

June 2022 – April 2024

- Developed, executed and managed comprehensive communication strategies supporting demand generation initiatives and strengthening brand visibility across B2B and B2C audiences
- Directed internal and external communications, including social, email and digital channels ensuring unified brand messaging and employee engagement
- Strengthened and sustained brand identity through strategic messaging and cross-functional collaboration, driving a 105% increase in brand perception and awareness as measured by customer surveys
- Served as a trusted advisor to C-suite and executive leadership in shaping enterprise messaging, facilitating cross-departmental alignment to ensure clarity, accuracy and consistency of voice across communications

City of Gainesville – Gainesville Regional Utilities | Gainesville, FL

Senior Communications Specialist

February 2020 – June 2022

- Managed internal and external communications, including intranet content, daily employee newsletter, company website, monthly email campaigns and social media platforms.
- Developed and executed integrated, multi-channel communication and marketing campaigns that increased customer engagement by 156% within the first year
- Led public relations efforts through press releases, blog content and proactive media outreach, cultivated strong relationships with media outlets and established interview best practices and spokesperson preparedness
- Negotiated and monitored media buys, produced and edited lead gen content (emails, blogs, scripts) and analyzed campaign performance reporting weekly and monthly on departmental KPIs and strategic outcomes

Naylor Association Solutions, LLC | Gainesville, FL

Marketing Account Specialist II

July 2018 – January 2020

- Managed multi-channel marketing strategies for approximately 40 professional trade associations through email, digital and social media campaigns, survey research and trade show collateral
- Executed demand and lead generation marketing campaigns through account-based marketing (ABM), audience retargeting, social media campaigns and content marketing in a B2B environment
- Developed and optimized quarterly email nurture campaigns that increased online traffic by 206% within one year
- Utilized WordPress, WIX, Adobe InDesign and Photoshop to create websites, design media kits, brochures and cross-promotional digital ads for various associations on a weekly basis

Sinclair Broadcast Group, Inc. | Gainesville, FL

Marketing Coordinator

August 2012 – July 2018

- Created successful demand generation marketing campaigns that cultivated brand awareness and loyalty, and increased social media and online engagement by approximately 86%
- Developed creative marketing solutions and recommended competitive sales packages and proposals that resulted in a 35% increase in new business revenue
- Drove a 400% increase in quarterly digital revenue (from \$10,000 to \$50,000+) over two years by leading digital marketing initiatives and developing all campaign creative assets

SKILLS and ABILITIES

- Proficient in Adobe InDesign, Illustrator, Photoshop
- Proficient in Microsoft Office Suite
- Strong website management and Google Analytics
- Excellent written and oral communication skills
- Successful social media and digital management
- Highly effective project management
- Strong team leadership and interpersonal skills
- Languages: English, Spanish (moderate)