

ANGELICA MARIE SANCHEZ

CONTACT

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Kitchener, ON

Portfolio available at

www.san-amarie.com

EDUCATION

University of Waterloo, 2021

Bachelor of Arts,
Honours English, Rhetoric, Media and
Professional Communication | minor
in Digital Arts Communications

University of Birmingham, 2019

Bachelor of Arts, English Literature
Study Abroad Program

TECHNICAL SKILLS

- 5+ years of experience using DSLR camera equipment (photography, videography, on-screen presence).
- Efficient in Adobe Creative Suite (Audition, After effects, InDesign, Photoshop, Premiere Pro).
- Advanced in all Microsoft Office Suite (Excel, PowerPoint, Word).
- Basic understanding of SEO copywriting.
- Well diverse in story style/blog writing + social media platforms (Facebook, Instagram, TikTok, Twitter, YouTube).
- Customized presentations on PowerPoint and InDesign to tailor specific events and discussion topics.

Angelica Marie is an experienced Communications Coordinator with a demonstrated history of 2+ years in campaign management and have curated on-brand multimedia content for social media channels. Skilled in community engagement, video editing, graphic design, creative writing and technical documentations.

RELEVANT EXPERIENCE

University of Waterloo, Co-operative Program

INTEGRATED COMMUNICATIONS

Communications Coordinator May 2020 - Aug. 2020

- Maintained day-to-day content on the University of Waterloo's homepage banner and on Waterloo Stories using a web content management system (Drupal). Ensured text is free of grammatical errors and followed SEO best practices, AODA and the University's writing style guide.
- Authored 18 published articles for community engagement: Student profiles, COVID-19 virtual community talks, Beyond the Headlines and the Spring 2020 convocation campaign.
- Assisted in the implementation of the "Co-op Blog Series" digital campaign by developing relevant blog posts and video content to increase student engagement on Instagram, Facebook, Twitter and YouTube, and the main Waterloo Stories webpage.
- Directed and edited four videos that highlight the co-op experience and offered professional advice for working from home during the COVID-19 pandemic.
- Collaborated with internal stakeholders and departments to promote Welcome Back Waterloo campaign as an on-screen model for communication materials, stylized shots and video content.

HUMAN RIGHTS, EQUITY AND INCLUSION OFFICE

Social & Digital Content Assistant May 2019 - Aug. 2019

- Created multimedia content for department website, social media channels, events and print materials.
- Organized department presentation to implement a social media calendar with the best practices for equity and inclusion in campus engagement, resulting in 100+ followers on Instagram, Twitter and Facebook.
- Assisted in the design, creation and publication for an online and print version of the Fall 2019 Equity training and workshop catalogue using Canva, Adobe Photoshop and Yumpu publishing software, which resulted in 887 views and increased workshop enrolment.