

ADAMARIS SANTOYO

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EDUCATION

THE GEORGE WASHINGTON UNIVERSITY

Washington, D.C.

Bachelor of Arts in International Affairs, *Cum Laude*

May 2023

Concentration in International Economics; Double Minor in Marketing and Business Administration.

WORK EXPERIENCE

OCTOLY BY SKEEPERS

New York, NY

Client Relations & Marketing Intern

February 2023 – Present

- Regulates 500+ incoming creators targeting client-specific preferences doubling in-house influencer Rolodex to 45,000.
- Creates quarterly recap reports by compiling data (i.e., engagement rates, reach, EMV) to appraise clients' needs.
- Tailors and remodels clients' upselling pitch decks monthly for contract renewals generating \$4.1 million in revenue.

Business Development & Sales Intern

February 2022 – February 2023

- Drafted 15 sales cadences collaboratively to ensure outreach was sent to 3,000 potential clients monthly.
- Analyzed account executives' performance quarterly by categorizing the number of signed contracts and revenue brought in, eliminating weak accounts, and boosting year-to-date revenue by 10%.

PURPLE

New York, NY

Public Relations Intern

January 2023 – May 2023

- Tracked and clipped media coverage for 20 luxury beauty & wellbeing brands, gathering 2+ million impressions.
- Assisted with 10 brand events with 45 attendees by securing venue and equipment rental, hiring in-person entertainment, organizing the visual guest list, and mailing invitations.
- Targeted 10 media outlets with unique pitches to secure coverage for clients, amounting to 5.6 million impressions.

GW FASHION AND BUSINESS ASSOCIATIONS (GWFBA)

Washington, D.C.

President

May 2022 – May 2023

- Oversaw 14 executive board members, expanded membership by 100%, and restructured leadership roles to present 22 events, film 25 IG Reels/TikToks, direct 35 editorial photo shoots, and write 30 magazine and blog articles.
- Led the production of GWFBA's mid-semester Zine, *After Hours*, and annual magazine, *GEORGE Issue V*, collectively authoring and graphically designing 12 featured spreads.
- Coordinated and hosted a speaker series with Katie Welch, CMO of Rare Beauty, and two alumni panels to provide insight about the fashion industry to 115 general members.

GW WOMEN IN BUSINESS (GWWIB)

Washington, D.C.

Communications Director

May 2022 – May 2023

- Executed creative direction and graphic design of GWWIB digital communications, increasing social media engagement by 68.8% and promoting the organization to become the largest on campus with 300 members.
- Filmed and edited both the 13th & 14th Annual Spring Conference launch party videos revealing the themes of GWWIB's final and largest signature event viewed by 3,000+ people.

ELLEN LANGE

Short Hills, NJ

Social Media & Marketing Intern

May 2021 – October 2021

- Spearheaded 10 UGC campaigns and introduced Shopify's affiliate program bolstering sales by 30% for the brand.
- Implemented a content calendar to improve marketing productivity elevating engagement by 20% in one month.

SKILLS/ACTIVITIES

Technical: Microsoft 365, Google Workspace, Adobe Creative Cloud (Lightroom, Photoshop, InDesign, Premiere Pro), iMovie, Final Cut, Salesforce, Mailchimp, Squarespace, WordPress, HubSpot, Monday, Instagram, YouTube, TikTok.

Languages: English (Native), Spanish (Fluent), French (Basic).

Interests: Photo and Video Editing, Fashion & Social Media Trend Forecasting, Cooking, and Radio Show Hosting.