

SHAKIRA SANTOS

 shakiraxmarie@gmail.com

 [Linkedin](#)

Education

M.S. Advanced Media Management
Syracuse University
2024-2025

Bachelor of Music Industry
Syracuse University
2020-2024

Social Media Marketing Certification
Hubspot Academy

Social Media Marketing Certification II
Hubspot Academy

Expertise

Digital Marketing

Social Media

Graphic Design

Content Creation

Language

English

Spanish



Work Experience

PRESENT

Syracuse Housing Authority

Public Information Officer

- Design promotional graphics for residential and community-based events, aligning with branding guidelines to drive engagement.
- Managed daily content for official mobile app, delivering timely updates, event alerts, and resident communications through email marketing.
- Photographed and documented internal and public events to enhance community visibility and support archival needs.

PRESENT

SEDUTH Youth Ministries

Social Media Manager

- Produce and edit short-form video content (Reels/Stories) and images throughout a 3-day youth convention to drive engagement and amplify event visibility.
- Managed Instagram account in real time, posting live updates, announcements, and event coverage for thousands of attendees.
- Implemented trend-driven content strategy, leveraging current audio, hashtags, and platform features to boost impressions and reach.

SEP 2024

-

DEC 2024

ESPN Radio

Media Advisor

- Support the online presence and production of Mike Bristol's three radio shows: Syracuse Legends, Inside High School Sports, and the New York Yankees Show
- Manage live production on Twitch live streams.
- Design graphics using CapCut and Adobe Photoshop, update the website accounts using WordPress and upload content to YouTube, Twitch and Instagram.