

# SAIDE G. RODRIGUEZ

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## SOCIAL MEDIA SPECIALIST

Bilingual (Spanish and English) marketing professional with strong expertise in social media management, content creation, and graphic design. Proficient in digital media creation software with a demonstrated ability to enhance brand awareness and engagement through strategic digital campaigns. Experienced in managing social media platforms, creating compelling visual content, and designing promotional materials. Proven track record in supporting administrative operations and optimizing space management through creative solutions. Adept at aligning design and marketing strategies with brand identity to achieve business goals.

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## STRENGTHS AND EXPERTISE

Adobe Illustrator	Divi/Word Press	T-Shirt Design
InDesign	Web Design	Logo Design
Photoshop & Lightroom	DaVinci Resolve	Content Creator
Bilingual (Spanish & English)	Brand Marketing	Social Media Management

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## PROFESSIONAL EXPERIENCE

### Social Media Manager

July 2024 - Present

#### Cathy White, Associate Broker RE/Max Premiere Group

Developed and executed social media strategies to enhance brand awareness, drive engagement, and generate leads.

#### Accomplishments:

- Created visually appealing content, including graphics, videos, and text, tailored to each platform's audience.
- Managed various social media platforms, including Facebook and Instagram, ensuring consistent messaging aligned with the brands voice.

### Brand Ambassador

January 2024 - Present

#### Alpha Sigma Alpha Headquarters

Collaborated with the communications and marketing team to create and refine content that promoted the sorority and educated audiences about the membership experience.

#### Accomplishments:

- Created content to be shared on sorority website or social channels to educate on membership and the sorority experience.
- Assisted in the planning and execution of various projects such as, Tik Tok trend videos, Special Olympics reel, and Tag a Sister Instagram Story.
- Wrote a variety of features for The Phoenix of Alpha Sigma Alpha
- Edited and revised content alongside marketing team.

### Office Assistant

August 2023 - May 2024

#### University of West Alabama Housing Department

Provided administrative support, including managing phone calls, responding to emails, and assisting students with housing inquiries.

#### Accomplishments:

- Design and produce engaging flyers and promotional materials for housing events and announcements, utilizing creative skills to effectively communicate key messages and attract audience attention.
- Perform a variety of errands and logistical tasks to ensure seamless operation of the housing department, demonstrating reliability and strong organizational skills.
- Actively support the housing department team through various administrative tasks, enhancing departmental efficiency and contributing to the smooth operation of housing services.

**Internship- Marketing Specialist****May 2023 - August 2024****University of West Alabama Housing Department**

Spearheaded the creative design and development of unique staff merchandise, aligning with brand identity and enhancing team spirit.

*Accomplishments:*

- Executed professional photography sessions for staff members, focusing on high-quality imagery for marketing and internal communication purposes.
- Conceptualized and developed detailed floor plans for efficient space management, optimizing the use of space in alignment with organizational needs.
- Strategically decorated multiple showrooms, showcasing a diverse range of layout designs to highlight the versatility and potential of each dorm space.

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**EDUCATION****Integrated Marketing Communications- Graphic Design Track**

University of West Alabama | May 2024

**General Studies**

Demopolis High School | May 2020