

# ARI SANTANA

STRATEGIC STORYTELLER

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## EXPERIENCE

### Social Strategist & Community Manager

Nov 2022 - Present

Grey Group, Las Vegas Tourism

- Conceived and implemented a strategic Community Management Framework that optimized content creation, engagement, and alignment with Vegas brand offerings and positioning.
- Established Vegas as a reputable and knowledgeable sporting hub across F1, NFL, WNBA, and NHL through relevant commentary and engagement with key influencers/celebrities.
- Orchestrated real-time engagement during key Vegas events, yielding a monumental 1,640% increase in impressions and a 3% boost in engagement combined during these periods.
- Pioneered monthly reporting, enhancing the success of future content and informing creative direction for monthly briefings.

### Community Manager

Sept 2021 - Oct 2022

Barbarian, JBL

- Collaborated in the ideation and execution of the Doja Cat x JBL partnership, driving over 51M social impressions and 11M social engagements and securing coverage in high-profile publications such as Rolling Stone, Vogue, and Paper Magazine.
- Led the strategic rollouts for talent-centered campaigns involving high-profile figures (Giannis Antetokounmpo, Doja Cat, 100 Thieves), resulting in deeper social impact through effective real-time engagement response strategies.
- Exhibited strategic acumen by identifying and leveraging trending sounds to create 4-6 brand-aligned creative concepts weekly, resulting in 1.1M likes and over 10M total views.
- Directed the development and management of creative content across multiple platforms, ensuring the acquisition of appropriate assets and adherence to content posting schedules, ensuring a consistent and engaging brand presence across digital channels.

### Social Strategy Intern

June 2021 - Aug 2021

m/SIX, Clarins

- Conducted comprehensive competitive audits, identifying strategic niches within the beauty space to optimize brand positioning and enhance overall marketing effectiveness.
- Leveraged market research and data analysis of current beauty and social media trends to provide client with actionable insights, enabling informed decision-making and facilitating brand advancement opportunities.
- Assisted in the strategic planning, design, and presentation of marketing plans, contributing to successful client buy-in and facilitating the seamless execution of 2H development initiatives.

### Multimedia Design Intern

Sept 2020 - May 2021

Temple University Programs & Training, PCCD

- Coordinated with the Pennsylvania Commission on Crime and Delinquency and subject matter experts to develop compelling messaging and media for 14 training courses, showcasing communication and stakeholder management skills.
- Analyzed and synthesized post-program performance reports to derive insights for creating more robust training programs, demonstrating analytical thinking and a results-oriented approach.

### Promotions Intern

June 2019 - Aug 2019

Hearst Television, WESH2/CW18

- Conceptualized and executed an innovative promotional plan for the series premiere of "Bat Woman" on CW18, contributing to the successful launch of the show.
- Supported the production of national MeTV campaign starring Barry Williams and managed photography of promotional content for Tamron Hall, ensuring quality visual representation.

## EDUCATION

### Pepperdine University

MBA in Business (April 2025)

### Temple University

BA, *summa cum laude*

Majors: Media Production, Advertising

### Cornell University

Certificate in Women's Entrepreneurship

## AWARDS

**Shorty Awards**, Silver distinction in Multi-Platform Partnership for JBL "Dare to Doja"

**The Drum Awards**, Best Celebrity and Influencer Brand Partnership for JBL x Doja Cat

## SKILLS

Social Trend Forecasting

Web-based Research

Microsoft Suite

Google Drive Applications

Data Management and Analytics

Program Management