

SANTIAGO CERQUERA CABRERA

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Portfolio: santiagocer.wixsite.com/portfolios

Results-driven graphic designer and marketing professional with proven experience in digital content. Blends creativity and technical skill to deliver impactful visual solutions across print and digital.

PROFESSIONAL EXPERIENCE

Marketing Associate | Workhouse Arts Center | January 2022 - November 2024

- Manage website content and digital assets for 60+ studio artists, exhibitions, and events
- Design promotional materials including event flyers, posters, and sponsorship documents
- Oversee campus signage strategy and production across 55-acre campus
- Create engaging social media content for Lorton area audience

Content Manager | GCubed | June 2021 - August 2021

- Administered Prince William County website content and accessibility standards
- Implemented ADA Section 508 compliance for digital platforms

Brand Associate | Old Navy | April 2021 - June 2021

- Facilitated customer needs and wants for their shopping experience
- Assisted with items to return and inquiries for store credit card

Customer Service Assistant | Best Buy | October 2020 - January 2021

- Assisted customers with returns and checkout
- Explained store policy and services provided by best buy

Graphic Design Intern | Labsitters | August 2019 - December 2019

- Designed promotional materials for an international education program in Italy
- Maintained brand consistency across marketing materials

AREAS OF EXPERTISE

Design & Production

- Printed Production
- Design concepts
- Print preparation
- Photo & Video Editing

Digital Marketing

- Social Media Marketing Material
- Event Promotion
- Video Production
- Google Ads

Business Tools

- Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premiere)
- Google , Microsoft Office
- Google Ads

EDUCATION

Bachelor of Arts in Graphic Design | Marymount University | May 2020

LANGUAGES

Fluent in English and Spanish