



Santina B.  
CREATIVE DESIGN  
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## TECHNICAL SKILLS

### DESIGN & CREATIVITY

Adobe Creative Cloud: Photoshop, Illustrator, InDesign, Lightroom, Premiere, Express, Acrobat. Canva, CapCut

### PHOTOGRAPHY & VIDEOGRAPHY

DJI Mini Pro & Neo Drones, Insta360, iOS RAW & 4k Video

### SOCIAL MEDIA MANAGEMENT

Platforms: Meta, Instagram, Threads, Facebook, X, LinkedIn, TikTok, Pinterest, YouTube

### BUSINESS TOOLS

Shopify, Shopify POS, Squarespace, Wix, CRM, Mailchimp, SEO, Google: Ads, Analytics, Workspace. Meta Ads Manager

## EDUCATION

### Web Development & Graphic Design

ETC Enterprise Technology Centre, Collingwood, ON

### Interior Design

Seneca Polytechnic, Toronto, ON

### History of Architecture

Carleton University, Ottawa, ON

## CORE SKILLS

**Graphic Design** Brand identity, logos, packaging, storefront, digital & print campaigns.

**Social Media** Content, strategies, analytics, aesthetics, graphics, reels, & ad optimization.

**Photography & Video** Drone ops, product photography & styling, 360 imaging, shorts.

**Website Development** CMS e-commerce websites, HTML, CSS, analytics, email marketing.

## PROFESSIONAL EXPERIENCE

### Freelance Creative Design [santina.ca](http://santina.ca) | Present

Develop brand identities, logos, packaging, & brochures for both digital & print media. Direct product styling & photography, ensuring polished visuals. Create social media content & strategies for platforms such as Instagram, Threads, TikTok, Pinterest, & YouTube. Manage Meta ad campaigns, e-commerce sites, & email marketing initiatives.

### Content Marketer Freelance | Espe Vegan Corp | Apr 2024 – Apr 2025

Directed, photographed, and edited over 500 products and 3,000 lifestyle shots for print, web, & social media. Produced & edited a 50-page retail catalogue, managing content curation & layout. Filmed & edited e-commerce product videos. Launched email marketing campaigns & website updates designed to captivate audiences, boost engagement, & drive sales.

### Social Media Specialist Freelance | Flato Developments & Flato Home | Jun 2021 – Jan 2024

Established brand identity across social channels, boosting Instagram followers by 235% through daily posts. Produced drone footage & interior/exterior photography to showcase projects. Created and styled content for residential, commercial, & retail divisions. Managed customer support & correspondence, ensuring engagement across platforms.

### Photographer NooElec | Jan 2020 – Mar 2020

Photographed & retouched electronic product images for Amazon, e-commerce, & social media. Designed vector illustrations of products to aid customer understanding & drive sales. Created branded assets & social media graphics to enhance online presence.

### Graphic Artist & Web Developer Marydel Homes | May 2016 – Jan 2019

Designed all digital & print assets, including logos, signage, & marketing brochures. Directed outsourced printing, ensuring timely delivery & quality control. Built & optimized an SEO-friendly website with integrated webmail, newsletters, & lead-generation tools. Created & managed social media accounts & Meta ad campaigns.

### Creative Director Saint Cosmetics | May 2016 – Jan 2019

Led brand development by photographing & editing over 200 products & successfully launched an e-commerce website. Spearheaded sustainable packaging initiatives, earning Leaping Bunny & Eco-Cert certifications. Designed all digital & print marketing materials & established dynamic social media channels.

### Graphic Artist & Web Developer New You Cosmetic Centres | Sep 2014 – Mar 2016

Designed print & digital campaigns, including storefront designs, brochures, & event collateral, to enhance brand visibility. Coordinated retail events for eight locations, driving customer engagement & brand recognition. Created Meta ads, landing pages, & email campaigns to further engage customers & boost conversions.