

Daniela Sanchez

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EDUCATION

Virginia Tech, Blacksburg, VA
Bachelor of Arts in Philosophy, Politics and Economics
Bachelor of Arts in Communication
Double Minors: Leadership and Social Change & Science, Technology, and Law

Expected Graduation Date: 08/2024

PROFESSIONAL EXPERIENCE

Founder & Social Media Manager, Sandan Media January 2023 - Present

- Collaborate with clients to understand their unique organizational vision and objectives to create tailored content strategy plans that align with their target audience and goals.
- Manage multiple client social media accounts simultaneously and ensure a strong digital presence with prompt delivery of high-quality content consistent with brand messaging.

Community Engagement Research Intern, Virginia Tech Center for Leadership & Service-Learning August 2023 - June 2024

- Conducted comprehensive research on the relationship dynamics between Virginia Tech and the surrounding New River Valley community through literature review and qualitative research methods.
- Participated in college lectures to share personal experiences and insights about service-learning and community engagement.
- Responsible for independent project management and timely delivery of results.

Social Media Intern, Virginia Tech Office of Undergraduate Research November 2023 – May 2024

- Created and executed social media campaign strategy with a focus on strong copywriting, landing pages, and multimedia advertising designs.
- Utilized and interpreted advanced analytics tools to monitor and optimize social media account performance, resulting in a 1,700% increase in engagement within the first month of account management.
- Established key performance indicators (KPIs), measured campaign effectiveness, and assessed goals for continuous growth and improvement of social media accounts.

VOLUNTEER EXPERIENCE

Vice President of Marketing, Women's Initiative for Networking and Growth January 2023 - May 2024

- Founding member dedicated to empowering college women for personal and professional growth in male-dominated industries.
- Ensured consistent brand messaging across all social media graphics and promotional materials to generate interest in the organization.
- Created and designed a visually appealing newsletter through Mailchimp to enhance and sustain engagement.

Outreach Chair & ESL Tutor, Coalition for Refugee Resettlement December 2022 - May 2024

- Created and designed promotional flyers and advertising materials using Adobe Creative Suite and Canva to increase outreach and awareness.
- Initiated collaboration with other organizations to identify and recruit potential volunteers, enhancing reach and impact within the community.
- Met weekly with refugee youth from nearby schools to provide support with homework and their educational progress.

Committee Member, Virginia Tech Student Affairs Assessment Roundtable Experience September 2023 - May 2024

- Collaborated with all departments of Virginia Tech Student Affairs and provide requested consultation services.
- Contributed to the enhancement of assessment practices and student engagement across the institution.

Discussions Officer, Closing the Gap August 2023 - November 2023

- Developed and facilitated a structured discussion format, ensuring respectful dialogue sessions with a focus on diversity, equity, and inclusion.
- Acted as a fact-checker to enhance conversation quality and authenticity, contributing to a dynamic and inclusive community engagement model.

Female Familia Lead, Hispanic College Institute July 2023

- Acted as a mentor to a group of 13 high-achieving Latina high school students who had been selected to participate in a pre-college empowerment program where they learned to overcome barriers to college education.

Communications Coordinator, Leadership and Social Change Residential College Council August 2021 - May 2022

- Assisted in planning and executing various community-building events for dorm residents, ensuring adherence to project timelines.
- Monitored and managed social media platforms to increase student participation aimed at fostering a sense of unity and belonging.
- Curated visually appealing digital content and advertising materials that resonate with college students and Gen Z demographic.

SKILLS AND CERTIFICATIONS

Language: Bilingual English and Spanish (Fluent)

Computer: Microsoft Office Suite, Google Workspace, Meta Business Suite, Notion

Editing Software: Canva, Adobe Illustrator, Photoshop, InDesign, Wix Web Design, Mailchimp, CapCut

Certifications: Social Media Simternship (Stukent)