

**Jorge Santa Cruz**  
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This is a position that will utilize my experience and education in journalism, advertising and creative storytelling for more than 10 years.

### **Education**

#### **Journalism**

Florida International University bachelor's degree GPA: 3.8

#### **Sociology**

Florida International University bachelor's degree GPA: 3.8

### **Work Experience**

#### **Art Director, Eeefy Med Spa (Miami) | May 2023 – Present**

Develop and produce engaging content for the website and social media platforms, primarily focused on marketing objectives.

Craft clear, consistent, and brand-aligned digital and print materials.

Ensure all creative outputs effectively communicate the brand message and resonate with the target audience.

#### **Digital Copywriter/PR Specialist, APPCODERS (Miami) | January 2020 – February 2023**

Developed key brand messages and platforms for advertising campaigns and other creative materials.

Achievements include winning Effie Awards for successful brand repositioning efforts.

**Creative Copywriter, Argaman Comm. (New York-Miami) | January 2013 – December 2020**

Created and edited a wide range of advertising, SEO, and promotional copy including recruitment ads, website content, press releases, white papers, media alerts, advertorials, sell sheets, brochures, bios, award show scripts, multimedia narratives, and speaker scripts.

Managed notable accounts such as HarperCollins, SapientNitro Corporation, Chase, TD Bank, Bank of America, Porsche, FIAT, GAP, Chiquita Bananas, and Freddo.

**Writer | January 2012 – February 2020**

Contributed weekly arts, opinion, and sports articles to Diario Las Americas, iFrevistaDigital.com, ESPN.com/Mag, and Rant Sports.

**Senior Copywriter, Wildqard.com (Miami) | February 2010 – March 2015**

Operated in a busy press office as part of a dedicated PR team, delivering high-quality public relations services to valued clients.

Collaborated with a cross-functional team to design and execute successful PR campaigns across various industries.

**PR Department Officer, Miami Fun Living (Miami) | January 2014 – December 2015**

Led the PR department, overseeing all sales promotions and preparing various finance documents.

Additional responsibilities included compiling media guides and managing the company's database.

**Author of these Novels**

**Debajo del Puente (Fiction) (Spanish) ISBN: 9781462654765**

**Alas (Fiction) ISBN: 9781597547598 \_\_**

**Dime Cómo es Allá (Fiction) (Spanish) ISBN: 148481634X**

**Look at You (Fiction) ISBN: 1484183894**

**No Tiempo para Rosas (fiction) ISBN: 978-0981835556**

**Sin Remitente (Fiction) (Spanish) ISBN: 978-1074405083**

**Raíces Dentro (Fiction) Spanish) ISBN: 9798543070512**

**Atomico/Anonimo (Fiction) (Spanish) ISBN: 979-8859060023**

**Skill**

**Computer abilities in Microsoft programs (Word, Excel, Power Point, Access, Publisher), Apple programs, Canva, Adobe, AI...**

**Interviewing Photography Illustration Creation**

**Maintain strong technical skills including camera equipment operation and film editing procedures.**