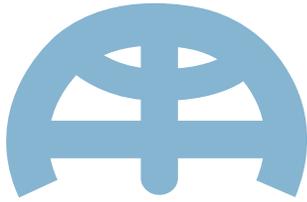


# DANNA RENGIFO

## CREATIVE MARKETING STUDENT WITH A PASSION FOR SOCIAL MEDIA



### CONTACT

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Santa Clara | San Jose, CA

### URL

### LINKEDIN

[www.linkedin.com/in/danna-rengifo](http://www.linkedin.com/in/danna-rengifo)

### PORTFOLIO

<https://dannarengifo.wixsite.com/portfolio>

### SKILLS

Social Media Content Creation

Sports Marketing

Adobe Creative Suite (Photoshop, Illustrator, InDesign)

Canva Proficiency

Design Thinking

Strong Communication

Team Collaboration

Brand Development

Campaign Execution

Flexibility

### LANGUAGES

English

Spanish

### SUMMARY

Passionate about community engagement and storytelling through design, especially in the sports space. I'm looking for opportunities to support Bay Area teams by leading campaigns, designing impactful content, and building strong partnerships. With experience in social media, branding, and event marketing, I bring a collaborative mindset and fresh ideas to every project. Always eager to learn, grow, and make meaningful contributions through creative strategy.

### EXPERIENCE

#### DIRECTOR OF MARKETING FOR ASSOCIATED STUDENT GOV.

Mission College | 9.30.24–Present

- Increased social media engagement by 168% in one semester
- Marketed 5 major events, boosting attendance and awareness
- Designed 15+ digital assets to promote student activities
- Improved student government diversity by 25% through outreach
- Advised on campus initiatives, enhancing student life
- Collaborated with a 18-member senate in weekly meetings

#### MARKETING AND SOCIAL MEDIA INTERN

Santa Clara Parade of Champions (Non-Profit) | 5.30.24–12.30.24

- Increased website traffic by 44% through social media strategies
- Boosted Facebook engagement by 34% for 2,000+ members
- Designed 25+ marketing assets for SCPoC rebranding
- Supported visuals for a parade with 3,000+ attendees
- Designed visuals and updated website for 49ers partnership launch
- Volunteered at 5+ community events and fundraisers
- Created volunteer forms and blogs for outreach

#### DIGITAL MARKETING INTERN

iStudio Media | 8.30.23–12.30.23

- Optimized UX/UI, including a booking calendar for a pet business
- Increased website traffic by 25% through SEO improvements
- Created blogs to enhance business performance
- Managed social media schedules for clients
- Created shared content calendars through Hootsuite
- Supported in person filmmaking

### DEGREES IN PROGRESS

A.S. in Business Administration - Mission College

A.S. Graphic Design - Mission College | May 2025

Certificate in Digital Media Marketing - Mission College | May 2025

B.S. in Marketing - Santa Clara University | May 2027