Dara Santana

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SUMMARY

Marketing and communications professional with experience creating digital content, social campaigns and multimedia stories. Skilled in measuring campaign performance, comparing results across periods and translating insights into strategy. Experienced in developing digital and social content, coordinating cross-functional projects and balancing creativity with strategy.

EDUCATION

University of Wisconsin-Madison | Madison, WI Graduated May 2026 | GPA: 3.95 / 4.0 | Dean's List
B.S. Strategic Communications – PR, Digital Marketing & Media Studies | Minor**:** Digital Media Analytics

PROFESSIONAL EXPERIENCE

First American | Santa Ana, California June 2026 – Present
Graduate Intern: Public Affairs - Communications

- Redesigned and executed the "Intern Diaries" content series, analyzing year-over-year performance to guide strategy. Expanded the series from 6 to 15 posts (+150%), with views rising to 9.8K (+449%) and comments to 140 (+211%), accounting for 89% of employee engagement during the reporting period. Presented findings and recommendations to guide future content and developed 2027 promotional strategy.
- Supported public affairs campaigns creating internal and external content, including social copy, graphic and video content, and Sharepoint news pages. Partnered across Brand Marketing and Public Affairs to align creative with audience and brand goals.
- Planned and produced employee-editorial stories for internal website, including two videos and one written feature. Coordinated interviews, storylines, production and promotion.
- Developed presentation decks, news pages and communications materials while collaborating across teams to maintain consistent messaging, accuracy and timely execution.

Coastal Wellness MD | Newport Beach, California May 2025 – August 2025
Social Media Marketing Intern

- Supported integrated marketing campaigns by developing platform-specific copy and content, contributing to 1.5K+ follower growth.
- Produced image and short-form video content, adapting copy, messaging, and tone to align with platform audiences and voice.
- Translated audience insights, competitive research and emerging trends into creative direction, content strategy and execution.
- Managed content calendars, project timelines and influencer deliverables while coordinating stakeholders and deadlines.
- Secured 10+ influencer partnerships, managing outreach, communications, campaign deliverables and budgets.
- Supported a branded experiential event by coordinating sponsor outreach, influencer guest lists, promotional materials, and event logistics.

NOMAD Presents | Madison, Wisconsin October 2025 – March 2026
Campus Marketing Coordinator

- Analyzed engagement data and cultural trends across 15 campus organizations to identify audience insights and inform event messaging and promotional strategy.
- Built relationships with 10+ campus leaders and external vendors, coordinating communications, timelines, and deliverables across multiple initiatives.
- Developed influencer messaging briefs outlining communication objectives, creative direction, and performance goals for events.

Advertising Club | UW-Madison Fall 2024, Fall 2025
Agency Program Member, Social Media Strategist

- Collaborated on an integrated advertising campaign for a local client, translating brand objectives into audience-focused messaging and creative strategy. Increased Instagram followers by 300 and TikTok engagement by 15% in one month.
- Led end-to-end social content production, including concepting, filming, editing, and copywriting, aligning creative execution with platform trends and audience behavior.

Radio Bilingue | Irvine, CA July 2021 – April 2022
Media and Communications Intern

- Researched and supported development of written and broadcast content, including story briefs, copy, meeting documentation and radio content.

SKILLS & CERTIFICATIONS

- **Marketing:** Campaign Execution, Project Management, Content Strategy, Social Media, Event Marketing, Brand Storytelling, Copywriting, Editing
- **Research & Analytics**: Campaign Performance Analysis: Infegy Atlas, MRI-Simmons, SPSS, R, Google Trends, Swoop
- **Creative & Digital**: Adobe Creative Cloud, Canva, Figma, Google Workspace, Microsoft Office, SharePoint
- **Certifications*:*** Muck Rack Fundamentals of Media Relations; Fundamentals of Media Measurement (2026)