

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

SKILLS & CERTIFICATIONS

- Spanish (Fluent)
- Canva
- Wix
- Mailchimp
- Adobe Creative Cloud

WORK EXPERIENCE

- Virginia Tech Office of Undergraduate Research, Social Media Intern** **November 2023 - Present**
- Manage Instagram platform and create compelling visual content that resonates with college students and the Gen Z demographic
 - Innovate and execute a comprehensive social content strategy with a focus on strong copywriting, landing pages and multimedia advertising
 - Implement analytics tools to track and analyze social media performance, providing valuable insights and achieving a 170% increase in engagement within the first month through strategic initiatives
- Virginia Tech Center for Leadership and Service Learning, Community Engagement Research Intern** **August 2023 - Present**
- Conduct comprehensive research on the relationship dynamics between Virginia Tech and the surrounding New River Valley community through literature review and qualitative research methods
 - Responsible for independent project management and timely delivery of results
- Sandan Media, Founder** **January 2023 - Present**
- Collaborate with clients to understand their unique organizational vision and objectives to create a tailored content strategy plan that aligns with their target audience and goals
 - Manage multiple client accounts simultaneously, ensuring prompt delivery of high-quality content and consistent brand messaging

VOLUNTEER EXPERIENCE

- Coalition for Refugee Resettlement, Outreach Chair & Tutor** **December 2022 - Present**
- Engage in weekly ESL tutoring sessions with high school students and foster meaningful connections to enhance their academic achievements
 - Orchestrate community-building initiatives, including planning and advertising events that encourage refugee resettlement awareness and strengthen the sense of belonging among members
- Virginia Tech Student Affairs Assessment Roundtable Experience, Committee Member** **September 2023 - Present**
- Collaborate with all departments of Virginia Tech Student Affairs and provide requested consultation services
 - Contribute to the enhancement of assessment practices and student engagement across the institution
- Closing the Gap, Discussions Officer** **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
- Hispanic College Institute, Female Familia Lead** **July 2023**
- Acted as a mentor to high-achieving Latina high school students who have been selected to participate in a pre-college empowerment program where they learn to overcome barriers to college education
- Leadership and Social Change Residential College Council, Communications Coordinator** **August 2021 - May 2022**
- Assisted in planning and executing various community-building projects for dorm residents, ensuring adherence to project timelines and deliverables
 - Monitored and managed social media platforms to help increase student participation aimed to foster a sense of unity and belonging

ORGANIZATIONS

- Phi Alpha Delta Pre-Law Fraternity