

BIO

Teresa Cardona is the head Marketing Manger of Saniflo SFA Inc.

Providing innovative and effective illustrated content through integrated brand marketing and PR strategies.

Delivering results-oriented campaigns to enhance clients' awareness, foster the intended audience's relationship and loyalty.

Maximizing both print and technically creative opportunities on social media and through interactive campaigns to attract customers to the brand.

www.teresacardona.com

CONTACT

732-979-5296

Teresa.cardona.5151@gmail.com

SKILLS

Public Relations
Media Relations
Social Media
Marketing & Journalism
Content Creation
Website Creation
Ecommerce Management

CONTENT CREATION

Design

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe Premiere

Site Building

- Wix
- Presta
- WordPress

Social Media

- Hootsuite
- Agorapress
- Hubspot

Email Programs

- Yesware
- SendinBlue
- ConstantContact
- Hubspot

TERESA CARDONA

SANIFLO SFA INC. NORTH AMERICAN MARKETING MANAGER

EDUCATION

University of Hartford

BFA Illustration – May 2019

EMPLOYMENT

Marketing and Communications Manager

October 2019 – Present

Saniflo SFA Inc.

WORK EXPERIENCE

Saniflo SFA Inc. - Marketing and Communication Manager

October 2019 - Present

Implementing, and executing both B2B and B2C strategic marketing plans. Supervised text, layout, and designs of promotional materials. Collaborating with Regionals, Representatives, and Company Partners Created branded materials for North America including: Website, Whitepapers, Blogs, Press Releases, Social-Media, Printed Technical Literature, and Ads. Advising and managing organizations budget for the whole of North America Served as advisor for Digital campaigns and selection process of subordinate staffing, training and management for the marketing department.

Aramark - Marketing and Social Media Manager

January 2016 – May 2019

Creating text, layout, and designs for promotional materials. Acting as contact and main representative for Marketing Department. Oversee Student Marketing team in Peer to Peer focused endeavors. Determining trends through student habits, surveys and focus groups. Managing and Photographing for Instagram and Twitter.

University of Hartford College of Arts and Sciences – Social Media Intern

August 2017 –August 2018

Managing media presence through Student Spotlights and Events. Posting Announcements Events, Clubs, and Gatherings in the College of Arts and Sciences. Creation of Social Media Audits Bimonthly. Publicly speaking and engaging incoming students and parents.

IHeart Media – Marketing & Social Media Manager Intern

August 2016 – January 2017

Preparing & delivering analytic reports as required. Copywriting independently on creation of Announcements and reports. Advertisements and Blog posts. Upkeep of social media platforms.

Van Der Plas Gallery - Gallery Assistant and Social Media Intern

May 2016–August 2016

Administrative duties. Data Entry. Relaying correspondence from buyers. Managing media: LinkedIn, Twitter, Facebook, Insta, Gallery site. Use of Adobe Suite to create PR and public advertising.

SKILLS

Languages – English and Spanish; Conversational Italian

Computer – Hootsuite / WordPress / Adobe Creative Suite

LEADERSHIP ROLES

Women's Advancement Initiative L.E.A.D. Program

Sigma Alpha Pi - The National Society of Leadership and Success

Sigma Lambda Delta Honor Society

University of Hartford's Honor's Program

September 2015 – Present

Secretary of Honors Residential Building: Hawk Hall

September 2015 – May 2016