

Luana Salgado

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[LinkedIn](#) | [Portfolio](#)

Experience

Department Supervisor

May 2021-Present

The Home Depot | Marathon, FL

- Delegate tasks and responsibilities among associates to ensure efficiency
- Collaborate on performance evaluations to set short-term goals through coaching and training
- Analyze weekly metrics to identify trends and enhance department performance

Marketing Customer Engagement Coordinator

October 2023-May 2024

University of South Florida (USF) Admissions | Tampa, FL

- Monitored and managed content across Eventbrite platform for campus visitation across all 3 campuses with a reach of 1,045 people per week
- Scheduled and developed USF Parent and Family Bulletin emails, established HTML alignment with the brand guidelines
- Incorporated Meta descriptions, tracking URLs, tags, and alt photo descriptions into articles and emails for improved search engine optimization
- Developed and edited articles for the Admit-A-Bull Blog, ensuring brand consistency before publication
- Coordinated YouVisit virtual tour data download and relayed it to the data integration team

Agency Director

August 2023-May 2024

SAGO: Student-Run Communications Agency | Tampa, FL

- Engaged with clients to ensure deliverable deadlines were met and maintained brand consistency
- Managed project timelines and creative efforts across client social media, website creation, research, and strategy development
- Developed brand guidelines, assets, and creative concept for client
- Created copy for website overviews, Facebook, and Instagram content

Marketing Intern

August 2023-December 2023

USF Athletics | Tampa, FL

- Administered audio operations at Corbett Stadium and supported communication efforts during events
- Facilitated recruitment of student participants for in-game activities, maintaining high levels of engagement

Education

University of South Florida | Bachelor of Science in Integrated Public Relations and Advertising

Skills & Certifications

- Hootsuite Platform and Social Marketing Cert
- HubSpot Inbound Marketing and SEO Cert
- Asana Project Management Platform
- Microsoft Excel, PowerPoint, and Word
- Adobe Photoshop and Lightroom
- Spanish & English Fluent
- Google Workspace Proficiency

Associations

- Florida Public Relations Association USF Chapter, President
 - o Led chapter events, meetings, and professional development activities
 - o Coordinated event logistics, including budget management, venue selection, and programming