

Santiago Villamar

Email: svillamar@mun.ca

Phone number: (709) 219-4646

Education

Memorial University of Newfoundland – St. John’s, Newfoundland 2021– Present

Bachelor of Commerce

- Expecting to graduate on 2025.

Universidad Catolica San Pablo, Peru 2017 – 2021

- Bachelor of Law

La Salle High School – Cusco, Peru

- Graduated in 2017

Professional Experience

Memorial University of Newfoundland – Student Residences May 2023 – September 2023

Marketing Coordinator

- Monitored social media accounts, and created engaging social media content, including photos, videos, and campaigns to boost student engagement with upcoming events on campus.
- Maintained a well-structured content calendar to guide the marketing strategy and efficiently reach the proposed goals and objectives.
- Lead promotional efforts within residence communities and support programming activities.
- Provided support on marketing and digital platform matters across various departments, including Student Residences, Guest Accommodations, and Ancillary Operations.

Digital Strategist January 2023 – Present

GlobalNL – St. John’s, Newfoundland

- Applied knowledge in Canva, Photoshop, and HeyOrca for the creation of various forms of content for the company’s social media platforms that would allow professionals to connect online.
- Managed and monitored performance metrics for multiple digital media platforms.
- Ensured the accuracy and integrity of the member database to achieve an efficient outreach to professionals.
- Coordinated events and meetings with members of the board to develop plans of action.

Guest Experience Assistant January 2023 – Present

Memorial University’s Student Residences – St. John’s, Newfoundland

- Evaluated partnerships, laws and regulations in the hospitality and accommodation sector, and made recommendations that would be eventually implemented.
- Enhanced the guest experience by promoting it through the website and social media.
- Responded to guest inquiries, and provided exceptional customer service to all clients
- Analyzed guest feedback and identifying areas for improvement to enhance overall rating.

Sales Associate August 2022 – January 2023

Traders Exchange – St. John’s, Newfoundland

- Became familiar with the characteristics and functionality of a wide range of items, including jewelry, musical instruments, tools, etc., to effectively sell them to customers.
- Became the best seller at the store in the second month of employment, having sold approximately \$15,000 worth of merchandise in September 2022.
- Trained new associates to perform at the required standard set by the store’s management.

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Sales and Marketing Intern

May 2022 – August 2022

Energial group – Cusco, Peru

- Interned in sales and marketing with a company that supplies construction and electric materials to government entities and private companies.
- Through the usage of Canva, I handled the creation of several posts that would appeal to partners and potential customers.
- Consistently developed progress reports and marketing action plans to leadership for their analysis and subsequent implementation.
- Collaborated with the sales team to develop templates and tools to help the office build proposals that would be presented to customers and partners.
- Conducted market research on governmental demands, regulations, and opportunities.

Administrative Assistant

January 2022 – April 2022

NL Eats – St. John's, Newfoundland

- Cooperated with the conference planning team, providing support by contacting several venues, speakers, catering services, and local DJs to organize conferences and events.
- Coordinated with the sponsorship and research team, to contact potential local sponsors, and explaining the company's duty to the local community in order to ensure their collaboration to the company and its cause.
- Prepared, proofread, edited, and finalized incoming and outgoing documents and reports.
- Managed the company's communications ensuring a high response level of over 100 emails per week.

Additional Information

Technical skills:

- Proficient at Microsoft Suite.
- Edited websites efficiently using Webflow software.
- Designing and editing posts with Canva, and Photoshop lightroom.
- Managed several digital and social media platforms on a professional level.

Language skills:

- Fluent in English and Spanish.
- Basic level of French.

Additional activities

- Participated in the Model United Nations in high school.
- Food bank aid with the Lions Club and with La Salle High School.
- Part of the La Salle High School football team.
- Food bank aid and planner with NL Eats and First Light in St. John's, Newfoundland.

Interests

- Keen interest in stocks and cryptocurrency investments and following the latest market trends.
- Interest and professional experience in law, research, and finance.

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References

Andrew Kim, MBA

- Professor at Memorial University of Newfoundland, and Director, Graduate Enrolment Services.
- Email: akim@mun.ca
- Phone number: (709) 725-1096

Lindsay Baird, MBA

- Marketing and Business Development, Board Director, & Legal Business Operations and Strategy.
- Email: lindsay.baird@mcinnescooper.com
- Phone number: (709) 743-0188

Jayden Fudge

- Guest Experience Supervisor, Memorial University Guest Accommodations.
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