# 📍 Olathe, KS | 📧 rmichael9@yahoo.com | 📞 (515) 451-8666 |🔗 [LinkedIn Profile](file:///C%3A%5CUsers%5Crmich%5CDesktop%5Cwww.linkedin.com%5Cin%5Crobertmichaelsantana)

# OBJECTIVE

Results-driven marketing professional seeking a full-time role in digital marketing, where I can apply my expertise in SEO, paid media, and content marketing. Passionate about leveraging digital platforms to drive brand awareness and business growth.

KEY SKILLS

* Social Media Management Insights/Video Editing (YouTube, TikTok, Meta Ads)
* Content Creation & Branding (Adobe Premiere, Canva)
* Google Ads & PPC Campaigns
* SEO & Web Analytics (Google Search Console, Ahrefs)
* Analytics & KPI Tracking (Google Analytics, Meta Business Suite)
* Email Marketing & CRM (HubSpot, Mailchimp)

# EDUCATION

**Kansas State University** – Manhattan, KS
**Bachelor of Science in Business Administration**
*Focus: Business of Sports & Entertainment* | December 2020

CERTIFICATIONS

* Google Digital Marketing and E-Commerce Professional Certificate (2025)
* Certified Digital Marketing Associate – DMI Pro AMA *(2025)*
* Certified Digital Marketing Professional – DMI Pro AMA *(2025)*
* Google Ads Display Certification *(2023)*
* Entertainment Marketing Award (EMAW) – Grand Prize Industry Leader *(2019)*
* Entertainment Marketing Award (EMAW) – Best Team Player *(2019)*

EXPERIENCE

**KC Pet Project | Kansas City, MO**
**Digital Content Volunteer** *(April 2025 – Present)*

* Created and edited short-form video content to highlight adoptable pets and shelter initiatives, increasing engagement on social media platforms.
* Provided creative direction and marketing advice to improve storytelling and emotional appeal in video campaigns.
* Collaborated with staff to align content with ongoing adoption drives and fundraising efforts.
* Applied SEO strategies and social media trends to optimize visibility and audience reach.

**Pryor Learning | Shawnee, KS**

**Training Consultant** *(January 2022 – December 2024)*

* Designed and optimized digital training programs, using SEO and content strategy to boost reach and engagement.
* Applied customer engagement strategies and CRM tools to enhance communication and retention.
* Built and maintained strong client relationships, ensuring long-term business growth.
* Managed email campaigns with Mailchimp and HubSpot, increasing client engagement by 30%.

**Kansas State University | Manhattan, KS**

**Promotion Crew Staff – Athletic Department** *(March 2019 – September 2020)*

* Managed brand promotions and sponsorship activations at live sporting events.
* Developed and implemented fan engagement strategies, increasing event participation by 40%.
* Created multimedia content, including video editing and social media assets.

DIGITAL MARKETING EXPERIENCE

* Launched and managed YouTube Shorts & TikTok gaming content, applying SEO, audience analytics, and digital marketing strategies, leading to a 45% growth in followers.
* Analyzed audience behavior using Google Analytics and TikTok insights to optimize video edit.
* Developed a personal blog on digital marketing trends and SEO, increasing organic search traffic by 40%.