

Contact

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Top Skills

Paid Social Media
Search Engine Marketing (SEM)
Online Advertising

Languages

English (Native or Bilingual)
Spanish (Limited Working)

Certifications

Google Ads Mobile Certification
Google Ads Search Certification
Google Analytics Individual Qualification
Amazon Sponsored Ads Accreditation

Xavier Santiago

Digital Marketing Intern at M8
New York City Metropolitan Area

Summary

I spend my time adding to my toolbox and testing ideas. I'm interested in how companies can add value to people's lives and how to bring together smart, passionate people to create new, innovative products and services that will meet the needs of my generation. I'm currently interning and learning and a full-time high school student in my senior year.

Experience

M8

Digital Marketing Intern
June 2019 - Present (1 year 4 months)
Miami/Fort Lauderdale Area

Marketing and Advertising intern at Global Digital Advertising Agency. I currently work within a team that manages all advertising on Social Media (organic), paid Social Media and promoted posts, Paid Search Engine Marketing, and CRM via Salesforce on behalf of the agency business development team. In addition to managing the platforms and paid amplification, I assist in the creation of the agency monthly content calendar and Social media content including social ads (static ads, video ads, etc) and search marketing copy for SEM.

The Oven

Investment Research Associate
June 2019 - Present (1 year 4 months)
Miami/Fort Lauderdale Area

Solely responsible for reporting, periodic updates, and benchmark mapping for all investments.

Part of 3 person team responsible for research, evaluation, and selection of early-stage business investments, fixed-income investments, and ideation partners.

I work with a team to construct investment criteria, roadmap, and milestones for each selected investment.

Education

Miami Arts Charter School

High School Diploma, Digital Communication and Media/
Multimedia · (2018 - 2021)