ISIS SANTTIAGO®
GUIDELINES

ISIS
SANTIAG

ISIS SANTIAGO®

INTRODUCTION

Good design in combination with a considered strategy will always, in some way, change the visual concept and perspective of the audience. Our job as marketers and designers is to be receptive and responsive to that change and deliver measurable results. This is the delicate balance of unleashing our creativity while considering the circumstances. Enhancing our own performance is just as important as achieving the daily goal, in concert with how the industry evolves. Having the ability to think analytically and offer creative solutions is a sign of somebody who enjoys working in a positive environment and contributing to the team's growth.

Every day I live by the motto "there's always more to learn".

Online

isissg03@gmail.com
LinkedIn
www.isissantiago.com

Phone

+1 (778) 325-7522

LOGO

LOGO

Logo Mark

Logo Face

ISIS
SANTIAG

LOGO VERSIONS

LOGO

CLEARSPACE & SIZE

Be sure to leave a clearspace of ‘x’ around the logo. This stops the logo feeling crowded.

The minimum print size of the logo is 8mm in height as shown in the diagram

ERROR USAGE

ROTATION

Do not rotate the logo

FLIP

Do not flip or mirror the logo

STRETCH

Do not stretch or compress the logo to fit

SPACING

Be careful not to let text touch the logo

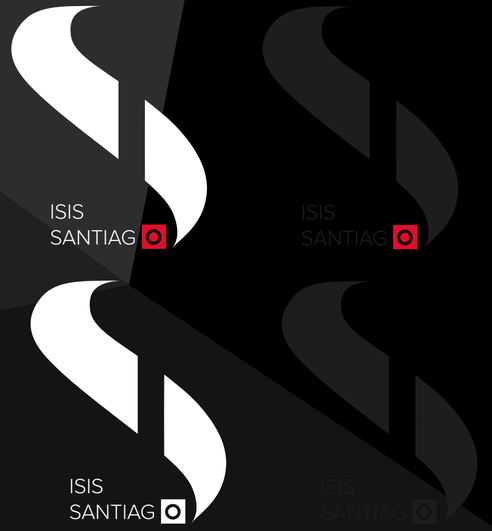
COLOUR

COLOUR VARIATIONS

We have provided some colour variations.

These colours are the only colours to be used by Isis Santiago Any other colours will comprimise brand continuity.

Each colour is available in 4 tints and in Web, RGB and CMYK.



COLOUR PALETTE

Web # 000000
RGB 000 000 000
CMYK 0% 0% 0% 100%

BLACK

Web # d3be90
RGB 211 190 144
CMYK 18% 21% 47% 0%

GOLD

Web # e10e28
RGB 225 014 040
CMYK 5% 100% 95% 0%

RED

Web # 21376b
RGB 033 055 107
CMYK 99% 88% 30% 17%

BLUE

Web # 1d1d1b
RGB 029 029 027
CMYK 71% 65% 66% 76%

DARK

Web # ffffff
RGB 255 255 255
CMYK 0% 0% 0% 0%

WHITE

TYPE

TYPEFACES

PROXIMA NOVA
LIGHT

Proxima Nova (2005) bridges the gap between typefaces like Futura and Akzidenz Grotesk.

PROXIMA NOVA BOLD

Proxima Nova Bold comes with different font weights, glyphs, widths, as it meets the requirement of your design and development projects.

BEBAS NEUE
REGULAR

BEBAS NEUE IS A DISPLAY FAMILY SUITABLE FOR HEADLINES, CAPTIONS, AND PACKAGING. DESIGNED BY RYOICHI TSUNEKAWA.

PROXIMA NOVA

PROXIMA NOVA

BEBAS NEUE

FONTS IN USE

AA

DESIGN HISTORY

MARK SIMONSON

THE RESULT IS A HYBRID THAT COMBINES MODERN PROPORTIONS WITH A GEOMETRIC APPEARANCE. I ORIGINALLY RELEASED IT IN 1994 AS PROXIMA SANS

I've continually updated and expanded Proxima Nova since 2005, more than doubling the character set from 700 in its initial release to 1453 characters in the latest version. Additions have included support for Greek, Cyrillic, and Vietnamese, numerous currency symbols, as well as a Medium weight for all three widths and italics, bringing the total number of fonts in the family to 48.

Since the mid-2010s, Proxima Nova has become the most popular commercial (paid) font on the web, used on thousands of websites around the world.

Proxima Nova is also available separately as a variable font called Proxima Vara.

LOGO TYPOGRAPHY

TYPE

I AM ISIS,
A DIGITAL
MARKETER &
DESIGNER.

A CLOSER LOOK

ABCDEFG
0123
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890!@£$%^&*
ISIS SANTIAGO

MEDIA

APP

FLAT APP

Flat app contains one colour & logo

MATTE APP

Matte app provides alternative to flat app.

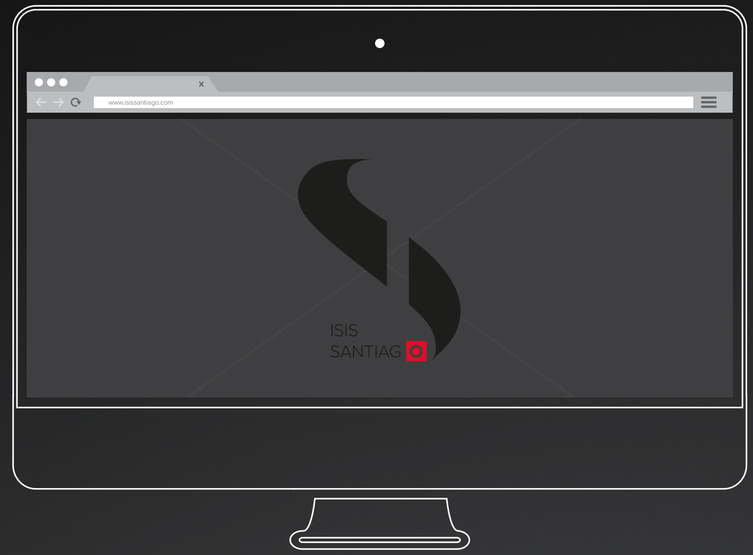
LINKEDIN APP

LinkedIn app cover should be logo over 3D wall image/ white colour.

Flat App

Matte Icon

WEBSITE



MEDIA

RESUME & COVER LETTER

ISIS SANTIAGO

DIGITAL MARKETING SPECIALIST

"Our job as **marketers and designers** is to be receptive and responsive to that change and delivering **measurable results**. Enhancing our own **performance** is just as important as achieving **the daily goal**, in concert with how the industry **evolves**. Having the ability to think **creatively** and offer **creative solutions** is a sign of a marketing **team** that performs in a positive, synchronized, and contributing to the team's **growth** every day - live by the motto "there's always more to learn"

CONTACT ME

+1 (778) 225-7520

isis@18degrees.com

1255 Bidwell St. Vancouver, BC.

linkedin.com/in/isis-santiago/

isisdesigns.com/digital-marketing-specialist/

SKILLS

HARD

- Social Media + Scheduliers
- Adobe Creative Suite
- WordPress
- Photography & Videography
- Advanced Excel
- Email Marketing Automations
- SEO & SEM + Paid Advertising
- UI/UX Design
- Google Analytics, GSC & Tag Manager
- JAVASCRIPT & HTML5
- CSS4 SASS / Sublime / Brackets
- inVision / CSS3 / JavaScript / Bootstrap 5
- Motion graphics

SOFT

- Problem Solving
- Analytical Thinking
- Media Planning
- Detail Oriented
- Teamwork
- Active Listening
- Adaptability
- Honesty
- Creative
- Good with pressure

CERTIFICATIONS

GOOGLE ADS SEARCH CERTIFICATION
ISSUED // JULY 2019
CREDENTIAL ID: 39468236

GOOGLE ANALYTICS INDIVIDUAL QUALIFICATION
ISSUED // JULY 2019
CREDENTIAL ID: 39822298

SAP CERTIFIED APPLICATION ASSOCIATE
SAP // SEPTEMBER 2015
(SAP Foundation with SAP ERP 6.0 EhP7)

EDUCATION

INTERACTIVE MEDIA DESIGN DIPLOMA
DENSA
Canada | 2001 - 2003

DIGITAL MARKETING & UI DESIGN DIPLOMA
RED ACADEMY
Canada | 1999 - 2000

HUMAN RESOURCES MANAGEMENT DACHELOR'S DEGREE
UBC
Mexico | 1991 - 1994

WORK EXPERIENCE

DIGITAL MARKETING SPECIALIST
PINK TACO SEA - 12100 - CANADA WAY, SU. - 100, 2100 - CANADA

- Designed, implemented and measured marketing campaigns including landing page designs, SEO/SEM strategies, and email automation.
- Revised, produced, and edited videos and photography for nine social media channels.
- Increased lead transfer by 187% by implementing a nurturing campaign strategy.
- Developed and executed Facebook and Google ads campaigns with a conversion rate of 5%.

DIGITAL MARKETING SPECIALIST
GRAND INTERNATIONAL - 1 MUSEUM, SU. - 100, 2100 - CANADA

- Through the use of vlookups and the creation of context, the number of followers and likes on social media (Instagram and Facebook) increased by 159%.
- Tracked and analyzed over 30 metrics on the website using Google Analytics and Tag Manager.
- Enhanced sales by 140% by using SEO and SEM strategies in a cost-effective approach to selling.
- Created a promotional strategy based on ActiveCampaign's email automation and improved the efficiency of the salesforce team.

SALES & MARKETING COORDINATOR
KILGAR INC. / 1100 S MESQUITE, AZ. / SU. 2100 - LAS VEGAS

- Increased social media followers and likes organically by 30% using channels (Instagram, Facebook and Twitter) and a 10% increase in online reservations was recorded.
- Implemented a lead generation Google and Facebook ads with an average ROI of 400%.
- Converted the website to WordPress with SEO on page optimization. The result was a 200% increase in organic traffic in two months.

DIGITAL MARKETING SPECIALIST
ATA / 12 OAK / VANCOUVER, BC / APR. 2013 - DEC. 2013

- Developed and implemented SEO/SEM strategies to drive traffic to clients' websites including e-commerce in a variety of industries including automotive, furniture, and beauty.
- Developed paid advertising strategies for Facebook, Instagram, Tik Tok, and YouTube to increase reach and conversions.
- Managed manual and automated bidding strategies and document strategies for search, display, and dynamic Google ads, using advanced targeting techniques, such as remarketing and behavioural targeting.

ISIS SANTIAGO

DIGITAL MARKETING SPECIALIST

"Our job as **marketers and designers** is to be receptive and responsive to that change and delivering **measurable results**. Enhancing our own **performance** is just as important as achieving **the daily goal**, in concert with how the industry **evolves**. Having the ability to think **creatively** and offer **creative solutions** is a sign of a marketing **team** that performs in a positive, synchronized, and contributing to the team's **growth** every day - live by the motto "there's always more to learn"

SEND
TO

HIRING TEAM
Talentsharing Team

AT SITE
Hershel Inc.

HIRE MOVE
111 Alexander St.#105,
Vancouver, BC V6A 1B

PHONE
+1(800) 3177227

FROM

YOU, SUPERHERO
Digital Marketing Specialist

CONTACT ME
CHECK IT OUT!

+1(778) 225-7520

isis@18degrees.com

1255 Bidwell St.
Vancouver, BC V6G 2L6

MARCH 10TH, 2022

Hiring Team
Hershel Supply Co.
111 Alexander St #105
Vancouver, BC V6A 1B1

DEAR HIRING MANAGER,

I believe that search engine marketing must be based on data along with a thoughtful design to attain create better campaigns. Experience in digital advertising, a passion for keywords and analytics made me an ideal candidate for the Search Engine Marketing Specialist at Hershel. In addition, it provides me with the great opportunity I have been looking for since I migrated to Canada four years ago.

In my current role at Prime Real Estate Corporation, I'm always looking to improve sales and quality leads for the business, achieving an increase of 15% in closed transactions and 100% in leads for this enterprise. It has been contributing to this performance was making sure all of content, design, and strategy were optimized for SEO and SEM, and that it was followed up promptly. Creating new assets for the company also requires extreme precision. The responsibilities of my role at this corporation require me to multitask while working under pressure. The month I do a daily basis involves creating videos, photos, graphics, and ads for the 5 social media channels through organic and paid campaigns. Furthermore, building landing pages for each campaign using my SEO, HMTL, CSS, UI, and UX skills. Also each of integrating the workflows of each campaign, which includes all the paid and organic strategies across all channels as well as the email marketing, to our CRM, Hubspot. Prior to this position, I was the Digital Marketing Specialist for a fin-tech startup. To identify areas for improvement and off-page partnership opportunities, everything is constantly A/B tested. Throughout my career, I have excelled in being organized, detailed, and 45% driven. I have learned that I can work independently but that I am also delegate and use the team's support when needed.

Please review my attached resume for additional details. I would appreciate the opportunity to discuss my position and my qualifications in further detail. Feel free to contact me at 778-225-7520 or via email at isis@18degrees.com.

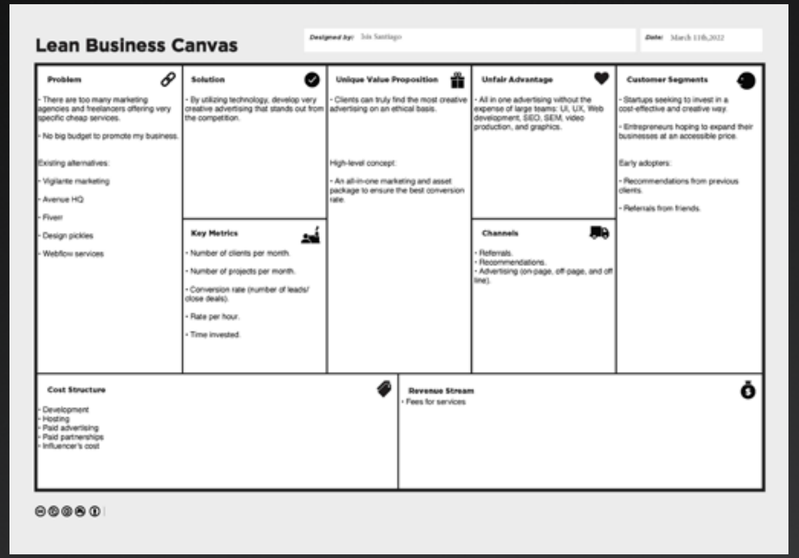
Thank you in advance for your consideration, and I look forward to hearing from you.

Sincerely,

ISIS SANTIAGO
Digital Marketing Specialist

Isis Santiago

LBCM



Lean Business Canvas

Designed by: Isis Santiago

Date: March 11th, 2022

Problem

- There are too many marketing agencies and freelancers offering very specific cheap services.
- No big budget to promote my business.

Existing alternatives:

- Vigilante marketing
- Avenue HQ
- Fiverr
- Design pickles
- Webflow services

Solution

- By utilizing technology, develop very creative advertising that stands out from the competition.

Key Metrics

- Number of clients per month.
- Number of projects per month.
- Conversion rate (number of leads/ close deals).
- Rate per hour.
- Time invested.

Unique Value Proposition

- Clients can truly find the most creative advertising on an ethical basis.

High-level concept:

- An all-in-one marketing and asset package to ensure the best conversion rate.

Unfair Advantage

- All in one advertising without the expense of large teams: UI, UX, Web development, SEO, SEM, video production, and graphics.

Channels

- Referrals.
- Recommendations.
- Advertising (on-page, off-page, and off line).

Customer Segments

- Startups seeking to invest in a cost-effective and creative way.
- Entrepreneurs hoping to expand their businesses at an accessible price.

Early adopters:

- Recommendations from previous clients.
- Referrals from friends.

Cost Structure

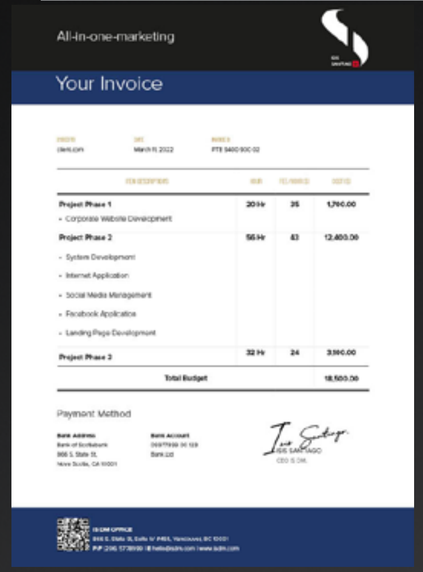
- Development
- Hosting
- Paid advertising
- Paid partnerships
- Influencer's cost

Revenue Stream

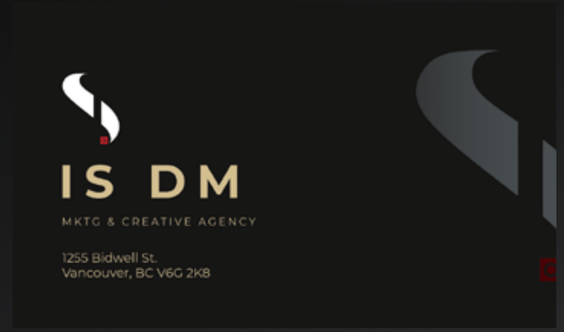
- Fees for services

MEDIA

SCOPE & QUOTE



BUSINESS CARD



ISIS
SANTIAGO

CONTACT

Address

1255 Bidwell St,
Vancouver, BC.
V6G2K8

Online

isissg03@gmail.com
LinkedIn
www.isissantiago.com

Phone

+1 (778) 325-7522