

# Victoria Sarandis

## B.A. Marketing Media

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A recent graduate of The Master's University leveraging creativity and interpersonal skills to engage audiences that drive results. With experience working with multiple social media platforms designing promotional materials, my key strengths lie in social media management, and digital technologies. I am passionate about creating original, professional content to bring success to brands and businesses.

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### **PROFESSIONAL EXPERIENCE**

#### **Church Media Marketing Intern**

**January 2024 – Present**

*Lakeside Bible Church (Montgomery, TX)*

- Manage social media content strategy for church youth camps, including pre-event promotion and real-time updates, resulting in over 100 points of engagement and reaching 353 unique accounts on Instagram within the past three months.
- Participate in communication meetings to plan and generate strategies for enhancing online presence across ministry channels.
- Develop resources and promotional content for women's ministry including a comprehensive 36-page booklet for annual spring retreat while collaborating closely with women's ministry coordinator and church admin.

#### **Student Marketing Assistant**

**October 2023 – December 2023**

*The Master's University Online (Santa Clarita, CA)*

- Utilized computer proficiency to curate and structure video content into 9 cohesive series on a WordPress website, enhancing viewer engagement by writing compelling titles and descriptions.
- Communicated effectively and met regularly with director and coworkers, providing project updates, soliciting feedback, and addressing concerns, resulting in improved project alignment and productivity.
- Assisted in the development of posting strategies for The Center for Thinking Biblically's social media platforms, resulting in over 5,000 post clicks on Facebook posts.

#### **YouTube Channel Designer & Consultant**

**January 2020 – December 2020**

*NickBricks YouTube Channel (Remote)*

- Implemented effective marketing strategies on Instagram to promote NickBricks channel, resulting in an increase of over 800 followers.
  - Assisted in communicating with companies and other YouTube Creators to sponsor NickBricks channel including Dude Perfect and Tommy Nelson Publishing.
  - Aided in the growth of over 14,000 channel subscribers through comprehensive analysis of audience engagement metrics.
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### **EDUCATION**

#### **The Master's University**

**Aug 2020 – Dec 2023**

*Santa Clarita, CA*

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### **SKILLS**

Meta Business Suite, Canva, Adobe Photoshop, Microsoft Office, Google Analytics, SEO, Data Analysis, Communication, Observation, Collaboration, Multi-tasking, Organization