

Danett Vargas Sanchez

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EDUCATION

Clemson University Honors College

Expected to graduate May 2025

- Double majoring with a Bachelor of Arts in Art and Communication
- Concentration in Digital Art and Design Media

3.91 GPA

South Carolina Governor's School for the Arts and Humanities

August 2019- May 2021

- Selected as 1 of 30 Visual Arts students to attend the residential high school with a rigorous curriculum that combines art, academics, and humanities. Graduated with Honors and Scholars Diploma in Visual Arts

RELEVANT EXPERIENCE

Emma Bowen Fellow for Creative Services- WYFF News 4 Greenville, SC

May 2023-August 2023

- Assisted with writing and producing episodic for evening newscasts in a top 50 market.
- Created a set of promotional materials for a campaign for the Spanish newscast *Aqui Para Ti*
- Produced and directed video promotion for *Aqui Para Ti* in English and Spanish

Photographer- Danett Vargas Photography Florence, SC & Clemson, SC

2018-Present

- Use a digital camera and Adobe suite for clients' photos with a specialization in portraits
- Perform general duties such as appointment scheduling with CRM, website maintenance, and marketing
- 344 new users for website's first year with 235 coming from Organic Social

WSBF-FM Promotions Director Clemson, SC

July 2022-May 2024

- Produce and assemble promotional materials for tabling events, live shows, and merchandise
- Manage social media pages and create content to increase our reach. Increased Instagram Impressions 500% in the last 90 days as of 12/05/2022

Graphic Designer- Clemson University Clemson, SC

February 2023- May 2024

- Lead designer for a manual by the Department of Construction, Development, & Planning that supports professional development courses
- Utilize Adobe InDesign to take technical information and lay out in an engaging, visual textbook format

SKILLS AND ABILITIES

- Spanish speaker
- Adobe Lightroom, Photoshop, InDesign and Illustrator
- Instagram and TikTok social media insight analysis
- Adobe Premiere Pro, Adobe AfterEffects
- Social media content creation and marketing strategy

Fluent, native language

Proficient

Proficient

Intermediate

Intermediate

AWARDS AND HONORS

Hispanic Scholarship Fund Scholar

2021, 2022, 2023

- 1 of 10,000 scholars to receive the designation from over 120,000 applicants for 3 consecutive years
- 1 of 125 scholars selected to attend Media and Entertainment Summit

CAMPUS INVOLVEMENT

Clemson Welcome Week Leader

Fall 2022

- Led a group of 40 incoming first-year students during the first week of school in campus tours, facilitated leadership course and discussions, and made them aware of campus resources

Clemson Chronicle Magazine- Layout Editor

2021-2022

- Use Adobe InDesign to layout a literary and arts magazine and print on a strict timeline

Clemson NAACP Chapter- Organizing Committee Member

2023-Present

- Plan events with other committee members, such as Black History Month programs, to increase chapter's presence and our mission on campus