

SANTANA ORELLANA WONG

hello@santanaworks.com

PROFILE

Communications and operations professional with experience supporting press, messaging, and coordination across cultural and creative projects. Brings a design-informed perspective to translating creative direction into clear systems and accessible language across digital, print, and in-person contexts.

EMPLOYMENT HISTORY

Brand Coordinator / Production Assistant, ORE Atelier

Aug 2024 — Present
New York/Remote

- Collaborates directly with artisans across Ecuador, Armenia, and the U.S., coordinating communication, timelines, and expectations across different cultural, linguistic, and production contexts.
- Supports artisan partnerships and community outreach initiatives, helping translate creative direction, ethical production goals, and social impact priorities into clear, actionable workflows.
- Assists with research and documentation related to nonprofit formation and certification, supporting efforts toward formal nonprofit status and compliance for community-focused programs.

Public Relations Assistant (High Season Contract), General Population

May 2025 — Nov 2025
New York City

- Supported the development of bespoke visibility and communications strategies for fine art clients, preserving their artistic identity while positioning their work for broader client-facing engagement.
- Assisted with writing press releases, bios, and event copy aligned with Genpop's curatorial voice and narrative direction.
- Translated complex creative direction into clear, cohesive messaging across digital, print, and live-event platforms.

Administrative Assistant, SHUNGO (NGO)

Jul 2020 — Present
Remote

- Translated legal and administrative documents for government grant applications, ensuring accuracy and compliance with funding requirements.
- Managed communications with English-speaking donors and partners, ensuring clarity, professionalism.
- Coordinated community programs and supported budget management to maintain smooth program operations.
- Handled vendor logistics and on-site coordination for high volume community events.

Online Booking Coordinator, Doll Effects Medspa

Jun 2022 — Jan 2025
Remote

- Supported founder communications and scheduling across international locations (Nigeria and Canada), adapting to multiple time zones and language considerations.
- Handled 50+ monthly inquiries and improved response efficiency through organized, proactive communication.
- Streamlined booking pipeline and reduced cancellation rates by refining operational processes across diverse regions.

LANGUAGES

Spanish (fluent)

English (fluent)

