

Andrea Giraldo

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EXPERIENCE

UCLA Dashew Center

Marketing and Communications Assistant

Westwood, CA
July 2025 – Present

- Write, design, and distribute weekly email newsletters to **27,000+ subscribers**
- Produce graphics and short-form video content (Reels) that **increased engagement by 31.2%**
- Develop targeted content strategies for diverse international audiences across multiple platforms

Amp Studios

Production Assistant

Huntington Beach, CA
Sep 2024 – Jan 2025

- Supported pre-production and on-set operations for a YouTube channel with **11 million subscribers**
- Coordinated equipment, talent schedules, and logistics across multiple shoot days

SMC International Education Center

Content Coordinator & Peer Mentor

Santa Monica, CA
Aug 2023 – July 2024

- Created weekly video content and social media campaigns that **increased engagement by 65%**
- Developed storytelling strategies to connect with multicultural student audiences

CONTENT CREATION & FILM

TikTok Creator

Built an audience of **100,000+ followers** through creative video storytelling and trend-driven content

The Unheard Chronicle – YouTube Channel

Research, script, and edit documentary-style videos on underreported global topics; full ownership of production pipeline

Director

"A.S of Santa Monica College" – Short Documentary (2024) • "Love is..." – Narrative Short Film (2023)

Producer

"Yo te tengo" – Medium-Length Film, Colombia (2019)

LEADERSHIP

SMC Student Government

Director of Activities

Santa Monica, CA
Aug 2024 – July 2025

- Led planning and promotion of events with 89+ student orgs
- Designed digital marketing campaigns to drive attendance

International Student Forum

President

Santa Monica, CA
Aug 2023 – July 2024

- Directed board of 12 students producing weekly events
- Built partnerships to amplify diversity initiatives

EDUCATION

UCLA

B.A. in World Arts and Cultures

Los Angeles, CA
Sep 2025 – Present

GPA: 4.0/4.0

Santa Monica College

A.A. Communication Studies • A.A. Liberal Arts

Santa Monica, CA

Aug 2022 – June 2025

GPA: 3.7/4.0

Relevant Coursework: Digital Media Marketing, Short-Form Media Production, Multimedia Storytelling, Global Media

SKILLS

Production & Editing: Adobe Premiere Pro, Final Cut Pro, Adobe Photoshop, Adobe Illustrator, Canva

Marketing & Content: Social Media Strategy, Email Marketing, Newsletter Design, Short-Form Video, Audience Growth

Languages: Spanish (Native), French (Fluent), English (Fluent)

RECOGNITION

Dean's List 2022–2025 • Profile of Excellence – SMC Commencement 2024 • Graduated with High Honors