

Santo R. Donia

Freelance Photographer

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🌐 www.santodoniaphotography.com



DESCRIPTION

Deadline-driven Content Creator focused on overseeing projects from concept through final delivery. Successful at creating brand messages, strategies and key graphic productions. Resourceful and hardworking with the know-how to create reliable content. Proficient Graphic Designer knowledgeable about logos, marketing materials and website design. Demonstrated success at providing complete services to clients.

SKILLS

Social Media Engagement
Brand Management

Concert Photography
Proficient in Adobe Applications

Warehouse Management
eCommerce/Site Build out

EXPERIENCE

Jan 2016 - Current
Freelance Photographer
SantoDoniaPhotography - Marlton, NJ

- Personal brand as a freelance music photographer/content creator, averages 1,700+ impressions with a reach of 1.6k+ on personal Instagram
- Leads successful campaigns to promote services directing content creation for clients from various record labels as well as independent tour runs
- Coordinates the completion of several video projects, including music videos, live sessions and promotional teasers with 700k+ view hours
- Utilizes quick turn-around times through promotion during tour events/music videos for various clients

Oct 2018 - Current
Graphic Designer
WHIP Radio - Philadelphia, PA

- Manages graphical assets for the promotion of WHIP events
- Conceptualizes and developed graphics products for Broadcast Department, Radio/Podcast Programs as well as organization events
- Creates logos for social media, advertising and informational purposes, reaching 450+ Instagram story impressions
- Utilizes high level of proficiency with Adobe Illustrator, Photoshop and After Effects to create IBS award winning promotional material

Dec 2018 - Current
Content Creator
Warner Music Group - Philadelphia, PA

- Creates content and promotes musicians/artists under Warner Music Group and its subsidiary record labels (FueledBy, Atlantic, Rhino, etc.)
- Provides video and promotional content for talent that exemplify the values of Warner Music
- Documents events/shows through the use of photography, video, and in-person interviews

June 2020 - Current
eCommerce Manager
Mainfactor, Inc - Philadelphia, PA

- Develops websites and manages warehouse inventory for various clients
- Provides expert customer services for over 30+ eCommerce partners and their associates
- Delivers multiplatform and eCommerce professionalism in an ever evolving media environment
- Understands various Print on Demand services and how to set up assets

EDUCATION

Temple University - Class of '22

Klein College of Communications

3.76 GPA