

# SHEYLA SANTILLÁN

## About me

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I have studied a Bachelor Degree in Communications and a Diploma of Marketing and Communications. I have experience in digital marketing in Peru and promotional marketing in Australia.

## Contact

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## Education



**Bachelor Degree in Communications**

Institution: University of Lima

Year of Graduation: 2015

PERU



**Diploma of Marketing and Communications**

Institution: Albright Institute

Year of Gratuation: 2023

AUSTRALIA

## Tools

- Canva
- Adobe Illustrator
- Adobe Photoshop
- Wordpress
- CapCut
- Mailchimp
- Square
- Etsy

## Languages

English



Spanish



## Alter ego

- Teaching Spanish
- Acting and modelling.

## Content Creator - Peru

Wild Rover Hostels

May 2025 - Present

- Develop strategies and new ideas to create content.
- Analyse the market and new trends on social media.
- Create scripts for videos and copy for posts.
- Record and edit the videos.

**Work  
Experience**

## Brand Ambassador - Australia

Agencies: Mash, Polite People, Gastón Management

April 2022 - March 2025 - Casual job

- Create engagement between potential customers and brands through marketing direct (activations and events). Customer service, lead generation and reports were involved.

## Content Creator - Remote

Atipico - Independent design clothing for children

Dec 2020 - Jan 2023

- Responsible for the Branding and the launching of the brand in social media.
- Graphic design, photography and content creation.
- Instagram Page: @atipico\_ropa\_

## Brand Ambassador - Australia

Mango Promotions - Promotional Modelling and Cosmetic Retail Agency

August 2021 - April 2024 - Casual Job

- Support marketing campaigns by representing brands at events and activations.
- Drive sales and capture customer insights.

## Marketing Analyst - Peru

SIGNO VIAL - Company dedicated to provide road safety elements

Feb 2018 - Sept 2018

- Implement an internal communication area from scratch, in order to create a better work environment with good communication.
- Plan and organize a customer loyalty campaign for 2018. As a result, customer loyalty was maintained at 85% by September 2018
- Content creation and write articles for the blog about road safety, road marking, and specific products the company sells.

## Marketing Assistant - Peru

SIGNO VIAL - Company dedicated to provide road safety elements

Nov 2015 - Jan 2018

- Help with the organization of a customer loyalty campaign for 2017. As a result, loyalty was maintained at 75% of the total.
- Assist in digital campaigns to promote new products through Facebook, YouTube, LinkedIn and SEO.
- After the renewal of the web site. the number of web visits increased by 40% and the number of subscribers by 50% in 6 months.