Sana Rodriguez-Majchrzyk

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Creative professional with 8+ years of experience designing digital and print communications, managing websites, and building cohesive brand messaging across higher education and the arts. Skilled in visual storytelling, content strategy, and executing cross-platform campaigns that align with institutional goals.

Experience

Hunter College Communications Department

Graphic & Web Designer *(November 2022—Present)*
- Design and update digital signage, social media graphics, and print materials across campus
- Support the college-wide website migration from Web CMS to WordPress
- Build and manage email campaigns using Blackbaud and Constant Contact
- Support the timely submission of event listings to Hunter College and CUNY-wide calendars
- Ensure design work aligns with Hunter's brand identity and accessibility standards

Hunter College Office of The Arts

Communications Manager *(August 2023—Present)*
- Maintain and update WordPress websites for the Office of The Arts and Muse Scholar Program
- Produce flyers, brochures, digital signage, and social visuals to promote events
- Manage bi-weekly newsletters and cross-departmental communications
- Collaborate with arts departments across campus to develop messaging that supports engagement

Hunter Theater Project

Freelance Marketing Manager *(August 2018—September 2021)*
- Managed end-to-end marketing for professional productions affiliated with Hunter College
- Designed promotional materials and digital ads and maintained project website
- Worked with artists and vendors to bring creative concepts to life within tight timelines

Hunter College Theatre Department

Communications Coordinator *(April 2018—August 2022)*
- Oversaw all department communications and website content strategy
- Created visually engaging posters, ads, and digital content for productions and events
- Led content strategy and outreach initiatives that increased student participation and visibility
- Updated critical student resources during COVID-19 response

Hunter College Theatre Department

Graphic & Web Designer *(August 2016—April 2018)*
- Delivered full-scope design work across digital, print, social, and event collateral
- Maintained departmental web pages using Hunter's content management systems

Skills

Design Tools: Adobe Illustrator, InDesign, Photoshop, After Effects & Premiere
Email/Marketing Tools: Buffer • Blackbaud • Mailchimp • Constant Contact
Platforms: Wordpress • Wix • Squarespace

Education

B.A. in Sociology & Media Studies • *CUNY Hunter College, New York, NY — 2015*
Study Abroad in Film Theory • *Queen Mary University, London, UK —2014*

Interests

Baking bread, gothic literature, philosophy, screenwriting, and my chihuahua, Oso