Sara Tamayo Orrego

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EDUCATION

The University of Tampa, Sykes College of Business **Expected Graduation: May 2029**
Bachelor of Science, International Business & Marketing | Minor in Advertising **GPA:** 3.73/4.00
Relevant Coursework: Introduction to Global Business, College Algebra, Calculus for Business, Macroeconomics, Financial Accounting

RELEVANT EXPERIENCE

Calzatodo Cali, Colombia
Product development intern *May 2026 – July 2026*

- Collaborated on the development of a new footwear collection targeting a new customer segment.
- Contributed to footwear design concepts and marketing strategy development.
- Supported campaign development and photoshoot planning for the collection's pre-launch.

Calzatodo Cali, Colombia
Rotational business intern *June 2026*

- Collaborated with teams across Marketing, Finance, Sales, Partnerships, Sustainability, and General Management to gain insight into business operations.
- Analyzed social media content and identified opportunities to improve brand communication.
- Developed an understanding of cross-functional business operations and marketing strategy.

All Basics Uniforms Remote
Social Media Content & Brand Strategy Extern *March 2026 – July 2026*

- Developed ABU's brand strategy, defining its brand promise, core pillars, voice, and visual direction.
- Created a reusable TikTok content system and Instagram Reels to strengthen brand consistency and engagement.
- Produced a client-ready brand playbook and narrated pitch outlining content strategy and recommendations

LEADERSHIP & INVOLVEMENT

American Marketing Association (AMA) Tampa, FL
member *March 2026 – Present*

- Participated in marketing workshops, networking events, and professional development activities to strengthen industry knowledge and professional connections

Association of Latino Professionals for America (ALPFA) Tampa, FL
Member *October 2026 – Present*

- Engage in professional development and networking opportunities to strengthen business knowledge and industry connections

SKILLS

Technical Skills: Content Creation, Social Media Planning, Canva
Professional Skills: Cross-cultural Communication, Team Collaboration, Time Management & Organization, Attention to Detail, Adaptability
Languages: Fluent Spanish, Fluent English
Certifications: Lululemon Omnichannel Marketing, LVMH Creation & Branding, Retail & Client Experience