

Sara Tamayo Orrego

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EDUCATION

The University of Tampa, Sykes College of Business

Expected May 2029

Bachelor of Science in 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

Rotational Business Intern

June 2026

- Rotated across Marketing, Finance, Sales, Commercial, partnership, Sustainability & development, and General Management
- Analyzed social media content and identified opportunities for improvement
- Gained cross-functional exposure to business operations and 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.

Calzatodo

Cali, Colombia

New collection development

May 2026 – July 2026

- Helped develop a new footwear collection designed to reach a new target audience.
- Contributed to footwear design, product concepts, and marketing strategy.
- Supported campaign development and photoshoot planning from concept through pre-launch.

LEADERSHIP & INVOLVEMENT

American Marketing Association (AMA)

Tampa, FL

Member

March 2026 – Present

- Participate in marketing workshops, networking events, and professional development opportunities.

PAZOS Association

Cali, Colombia

Community Service Leader

August 2024 – December 2024

- Led groups of 7 volunteers during hospital visits with therapy dogs.
- Coordinated volunteer schedules and visit logistics.

SKILLS, INTERESTS & CERTIFICATIONS

Technical Skills: Content Creation, Social Media Planning, Canva

Soft Skills: Cross-cultural Communication, Team Collaboration, Time Management & Organization, Attention to Detail, Adaptability

Languages: Fluent Spanish, Fluent English

Interests: Pilates, Reading, Baking, Travel, New Experiences

Certifications: lululemon Omnichannel Marketing