# **Abel Santibañez**

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Canoga Park, CA 91304 abel.santibanez@gmail.com

Objection To put to use my leadership abilities in an international organization and excel through the ranks.

Education B.A. in **Political Science** with an emphasis on *International Relations*,

University of California, Santa Barbara September 2005

Experience **Junior Media Planner** October 2007

Horizon Media, Inc., Century City, CA Present

* Manage the flow of Telemundo and its affiliates, mun2, KNBC, and Forest Lawn media-related issues based on changes in marketing direction, goals and budgets
* Explore media alternatives and recommend creative media solutions
* Develop strategic media plans based on clients’ marketing directions
* Coordinate development of media briefs and POV with Planning Supervisor
* Responsible for day to day maintenance and execution of Media Plans
* Develop and present planning decks

**Assistant Media Planner** July 2006

Horizon Media, Inc., Century City, CA October 2007

* Generated print insertion orders and updated media activity flowcharts for AEG Live (Celine Dion & Elton John) and Forest Lawn
* Assisted with proposal evaluations and client media plans
* Collected data and assisted in writing reports (Excel, PowerPoint, and Word), evaluated media research data; developed points of view, understand various media and their applications against client strategies/goals

**Site Staff** October 2005

LA’s BEST Program, Canoga Park, CA to June 2006

* Designed, planned and facilitated activities with groups of 20 children.
* Assisted with the planned and facilitation of special projects and events.
* Supervised all LA's BEST participants to ensure a safe and organized program.

**Program Supervisor** January 2002

Valley Youth Tutor Service, Woodland Hills, CA to June 2003

* Managed tutor schedules and time slots.
* Supervised all tutors and students in Tutor program.
* Designed site program schedule so that children had access to educational and enrichment activities.

Skills Fluent in Spanish, MS Word, MS Excel, MS PowerPoint, MS Access, Internet Explorer, Market Mate & Market TV, TeleCume, MRI and Scarborough, Strata View, SBMS Print & Broadcast

Activities Founder Father UCSB Chapter, Phi Alpha Delta Pre-Law; Intramurals Sports- Soccer and Flag Football; Soccer Club; Science Leader, Basketball, Softball, and Soccer Coach for LA’s BEST

Reference Furnished upon request