

Shantti Reinoso

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PROFESSIONAL SUMMARY

Distinguished Cognitive Content Curator (CCC) based in Tampa, known for integrating psychological principles with innovative content creation and curation strategies. With a unique blend of expertise in psychology and digital media, Shantti excels in developing engaging, impactful, and user-centric digital experiences.

CAREER HIGHLIGHTS:

- Branding and Website Design for bananaslab.com: Shantti led the conceptualization and execution of the brand identity and website for Bananas Lab. Her approach ensured a cohesive visual and user experience that effectively communicated the brand's mission and values, enhancing its online presence and customer engagement.
- Website Development for my-bites.com: Shantti designed and implemented the website for My Bites, focusing on intuitive navigation, compelling content, and user-friendly interfaces. Her work facilitated an enhanced user experience, promoting increased interaction and satisfaction among visitors.
- Comprehensive Branding and Digital Presence for Brews and Books by drbreW: Most recently, Shantti crafted the branding, website, and social media presence for Dr. Brew. Her strategic use of psychological insights and digital design principles resulted in a dynamic and appealing online persona for the brand, driving both visibility and engagement across digital platforms.

PROFESSIONAL WORK EXPERIENCE

Dr. Brew

Branding, Website, and Social Media Strategist

Tampa, FL

2022 – Present

- Spearheaded the creation of the brand identity, website, and social media presence for Dr. Brew.
- Combined psychological insights with digital design principles to develop a dynamic and appealing online persona for the brand.
- Designed a user-centric website that facilitated increased visibility and engagement.
- Developed and implemented a comprehensive social media strategy, boosting the brand's digital footprint and audience interaction.
- Continuously optimized digital content based on user feedback and analytics to ensure ongoing relevance and impact.

Bananas Lab

Branding and Website Designer

Tampa, FL

2019 – 2022

- Directed the development of the brand identity and website for Bananas Lab, ensuring a cohesive and compelling online presence.
- Applied cognitive content curation strategies to create impactful and engaging digital experiences.
- Designed and executed a visually appealing website that effectively communicated the brand's mission and values.
- Enhanced user engagement through strategic content placement and interactive design elements.
- Managed the end-to-end branding process, from conceptualization to final execution, maintaining consistency across all digital touchpoints.

My Bites

Website Designer and Developer

Orlando, FL

2016 – 2019

- Led the design and development of My Bites' website, focusing on creating an intuitive, user-friendly interface.
- Utilized psychological principles to craft engaging content that resonated with the target audience.
- Implemented responsive design techniques to ensure seamless user experiences across various devices.
- Conducted continuous user research and testing to improve site functionality and user satisfaction.
- Collaborated with cross-functional teams to integrate brand messaging and visual identity into the website.

Pizzarelli Restaurant

Customer Service Assistant

Perth Amboy, FL

2014 – 2016

- Took customer food orders in person and over the phone efficiently and accurately.
- Served food to customers, ensuring prompt and friendly service.
- Addressed customer inquiries and resolved any issues or complaints.
- Maintained a clean and organized work area, following health and safety standards.
- Regularly sanitized surfaces and equipment to ensure a hygienic environment.
- Managed the cash register, processing transactions accurately.
- Counted the register at the beginning and end of shifts to ensure accurate financial records.

CORE SKILLS:

- **Psychological Principles in Content Creation:** Expertise in applying psychological insights to develop content that resonates with and engages target audiences.
- **User-Centric Design:** Proficient in creating intuitive and accessible digital experiences that prioritize user needs and preferences.
- **Brand Identity Development:** Skilled in conceptualizing and executing strong, cohesive brand identities across various digital platforms.
- **Responsive Web Design:** Adept at implementing responsive design techniques to ensure optimal user experiences on all devices.
- **Digital Media Strategy:** Experience in crafting and executing effective digital media strategies to enhance brand visibility and engagement.
- **Content Curation and Strategy:** Ability to curate and strategize impactful digital content that drives user interaction and satisfaction.
- **User Research and Testing:** Conducting user research and usability testing to inform design decisions and improve site functionality.
- **Cross-Functional Collaboration:** Proven ability to work effectively with cross-functional teams to integrate brand messaging and visual identity.
- **Social Media Management:** Developing and implementing comprehensive social media strategies to boost digital presence and audience interaction.
- **Analytics and Optimization:** Utilizing analytics to continuously optimize digital content and strategies based on user feedback and performance data.