

Arwin Kay Santos

Digital Marketing

Senior Multimedia Designer

Motion Graphics Designer

Social Media / Websites

arwinkay@gmail.com



Committed to delivering visually compelling designs and strategic marketing solutions that engage audiences and elevate brand presence.

Skills

+ 16+ years Interactive Marketing

Social Media, PPC, Google, Sharepoint, Newsletters and Mailshots (Communication mailers)

+ 18+ years Designs and Creatives

Adobe: Photoshop, After Effects, Premiere Pro, Dreamweaver, Indesign, Final Cut Pro

+ 15+ years Events Management

Planning, Pre/Post Production and Supplier Sourcing

Interests

Scripting languages

PHP, CSS, HTML, ASPX

Artificial Intelligence (AI)

Chatgpt, Claude, Gemini

+ years
20

Professional Experience

I have worked across diverse environments, including real estate development, architectural and engineering consultancy, as well as media production and broadcasting companies.

countries
5

Flexibility

Highly adaptable to various work locations, including on-site, remote, and hybrid environments. I quickly adjust to different teams, cultures, and time zones while maintaining productivity, clear communication, and strong accountability.

Package
1

Asset

Expertise in digital campaigns, UI and visual branding, video advertising, and digital artworks, with strong experience in outdoor and print advertising design.

Experiences

SSHIC International Engineering Consultants, Dubai, UAE

Senior Graphics Designer/Computer Systems Manager

Jan 20, 2020 til date

- ✓ I worked closely within Marketing Department and collaborated with SSH Partners, Directors, Associate Directors, and Design Studio teams to pursue new business opportunities, promote past projects, and effectively communicate the firms expertise and design philosophy.
- ✓ I produced tailored marketing collateral and bid documents while developing tools to support business development and sales initiatives.
- ✓ As a brand custodian, I ensured consistency and integrity across all communications, aligning outputs with established brand guidelines.
- ✓ I also coordinated with multidisciplinary teams and external consultants to maintain continuity and clarity in project documentation.
- ✓ I planned and executed marketing projects in collaboration with senior leadership, demonstrating strong organizational and communication skills while ensuring timely and high-quality delivery.

Design and Management

- ✓ I lead the creative vision, production, and delivery of visual content across global SSH offices.
- ✓ Beyond execution, I mentor creative members/team, fostering innovation while maintaining alignment with company standards and identity.

Graphic Design

- ✓ I ensure all design outputs meet brand guidelines, delivering consistent and high-quality materials including presentations, proposals, and bid submissions.
- ✓ I have contributed to the evolution of SSHs brand identity and digital presence by refining its visual language.
- ✓ Working with project managers/directors, I translate briefs into impactful creative solutions, meeting tight deadlines across varying conditions.
- ✓ I also design internal communication materials such as newsletters, posters, and mailshots to strengthen engagement and company culture.
- ✓ Additionally, I oversee social media visuals and website updates, ensuring cohesive storytelling and a strong, unified digital presence.

[See work portfolio](#)

Pantheon Development, Dubai, UAE

Digital Marketing Manager

July 2018 - Jan 2020

Digital Media

- ✓ Collaborated closely with media agencies to plan, manage, and optimize Pay-Per-Click (PPC), display advertising, and paid social media campaigns.
- ✓ Oversaw budgeting, execution, performance tracking, reporting, and continuous optimization to ensure maximum return on investment.
- ✓ Successfully generated and nurtured leads through multiple digital lead generation platforms, converting them into sales that contributed to the complete sell-out of major projects, including Pantheon Elysee 1 and 2.
- ✓ Managed social media content creation, publishing, and community engagement to strengthen brand presence and audience interaction.
- ✓ Led the company's overall brand and digital strategy, ensuring alignment across all digital touchpoints.
- ✓ Handled digital advertising initiatives across paid and organic channels, while implementing marketing automation strategies to improve efficiency and lead conversion.

Website

- ✓ Maintained and regularly updated the Pantheon Groups digital web presence, ensuring all website content remained current, relevant, and engaging to users while supporting marketing objectives.

Management / Event Management

- ✓ Prepared and managed budgets, ensuring projects/events were delivered within approved financial parameters.
- ✓ Reduced costs through effective supplier negotiation and strategic planning.
- ✓ Coordinated with external partners and stakeholders to maximize brand exposure and secure valuable opportunities for the company.
- ✓ Produced debrief documents, creative artworks, videos, and digital assets for various media platforms.
- ✓ Developed and delivered impactful digital presentations.

Lead Generation

- ✓ Implemented and managed both online and offline lead generation initiatives, optimizing performance to drive high-quality leads and successfully convert them into client acquisitions, contributing to project sell-outs.

[See work portfolio](#)

RAK Properties, RAK, UAE

Senior Graphics Designer

Sept 2011 - Jul 2018

Website and Social Media

- ✓ Implemented and optimized social media strategies aligned with overall marketing goals and brand positioning. Managed multiple social media platforms, ensuring consistent messaging, visual identity, and audience engagement.
- ✓ Monitored trends and emerging tools to enhance performance and drive innovation.
- ✓ Created, curated, and published daily content including copy, images, and videos.
- ✓ Delivered strategic and creative campaigns that supported lead generation and contributed to achieving sales and marketing targets.
- ✓ Administer, maintain and monitor RAK Properties website portal

Graphic Designing and Branding

- ✓ Led the development of branding, graphic design, and marketing communication materials across print, digital, and multimedia platforms.
- ✓ Designed and produced collaterals to support direct marketing, sales, and brand awareness initiatives.
- ✓ Coordinated production and distribution while liaising with agencies, suppliers, and printing vendors to ensure timely delivery.
- ✓ Conceptualized and implemented branding for key projects including Julphar Towers, Julphar Avenue, Mina Al Arab Lagoon Retail, and Lagoon Walk, maintaining strong and consistent visual identity.
- ✓ Supported the Director of Sales and Marketing in developing communication strategies and marketing plans, while presenting creative campaign and event ideas.
- ✓ Executed integrated marketing programs, public relations materials, and sales support assets.
- ✓ Managed purchase requests and collaborated with suppliers on indoor and outdoor branding solutions for sales, retail, and leasing divisions, including unipoles, lightboxes, pylons, and digital signage.
- ✓ Oversaw the development of brochures, collaterals, and web content, ensuring high-quality design standards.
- ✓ Provided sales teams with effective marketing tools to achieve targets.
- ✓ Led visual execution for events, from concept design and material specifications to procurement support and on-site installation.

[See work portfolio](#)

Melody Art Production, Dubai, UAE

Video Editor / Studio Supervisor / Multimedia Designer

Aug 2007 - Aug 2011

Website and Social Media

- ✓ Developed graphic design templates for a wide range of TV programs and shows for MAWAL TV (Frequency 12398H, Nilesat), based in Cairo, Egypt.
- ✓ Conceptualized and executed creative visual directions for company and product branding, including TV backgrounds, promotional materials, lower-thirds, name tags, channel bugs, tickers, and both 2D and 3D animations, as well as downstream and fullscreen graphics such as OBB and CBB.
- ✓ Designed various print and marketing collaterals including company brochures, DVD labels, posters, flyers, folders, calling cards, and signage for both offset and large-format printing.
- ✓ Managed full post-production processes by translating client storyboards and scripts into polished final outputs across multiple formats, including DVCAM, Digital Betacam, DVD, Blu-ray Disc, and other client-specified media.
- ✓ Oversaw two video editing studio suites equipped with AVID Liquid Editing Systems, integrated with Digital SP Betacam players via SDI connections, Digital LP Betacam players, and DVCam HD players via FireWire.
- ✓ Handled projects requiring Final Cut Pro and Adobe Premiere CS5, including setup of all technical connections and system integration when clients provided their own equipment, ensuring seamless editing and recording workflows.
- ✓ Responsible for DVD authoring and content security using Adobe Encore.
- ✓ Also conducted pre-production videography and photography services based on client requirements, ensuring high-quality visual content from planning to final delivery.

[See work portfolio](#)

ABS-CBN Broadcasting Corporation, Quezon City, Philippines

Video Editor / Studio Supervisor / Multimedia Designer

Apr 2022 - Jul 2007

Pre and Post Production

- ✓ Full responsibility for the visual appearance and aesthetic direction of assigned programs, maintaining high production standards while aligning with the channels brand guidelines.
- ✓ Led the design, re-design, and implementation of comprehensive channel branding packages, including sports news crawls, digital clocks, channel bugs, live indicators, lower thirds, program IDs, promotional materials, lineups, and integration with sports news automation systems.
- ✓ Developed visually compelling over-the-shoulder graphics, fullscreen backgrounds, and animated sequences to support storytelling and enhance viewer experience.
- ✓ Created dynamic and engaging motion graphics that effectively communicate information in real time during live broadcasts.
- ✓ Produced, modeled, and animated 3D elements and logos, incorporating lighting, texturing, and rendering techniques to achieve polished, broadcast-quality visuals. These elements were seamlessly composited into cohesive graphic packages used across live sports coverage, news and current affairs programs, and variety shows.
- ✓ Collaborated closely with producers, directors, and technical teams to ensure smooth execution during live transmissions, adapting quickly to real-time production demands.
- ✓ Explored new design trends, animation techniques, and technologies to elevate the overall visual quality and maintain a competitive edge in broadcast presentation.

[See work portfolio](#)