

# **Cristina Santander**

**Customer Service and Marketing Specialist at International Data Corporation (IDC)**

Toronto, ON, CA

Cristina is a Customer Service and Marketing Specialist at IDC Canada

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## **Description**

As a Customer Service and Marketing Specialist for IDC Canada's Marketing team, Cristina Santander acts as a liaison between IDC's major clients, industry analysts, sales and marketing teams and other IDC company operations worldwide via the AskIDC inquiry desk. Cristina is also responsible for marketing operations support, including social media, communications, design support and logistics for events.

She has more than 10 years of experience in the marketing industry. Prior to joining IDC Canada, she was a marketing and communications manager at a Toronto-based event staffing firm and has held roles in the areas of client relations, communications, business development, events and project management.

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## **Topics**

Client Service, Marketing, Graphic Design, Social Media, Communications, Event Coordination

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## **Education**

**University of Toronto**

B.A. Political Science & Economics

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