

Marcela A. Hernández

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WORK EXPERIENCE

Marketing Made Modern

May 2021 – February 2023

Content Developer

Miami, FL (Remote)

- Created and scheduled over 8 editorial calendars a month across multiple platforms, showcasing over 30 unique pieces of graphic and video content for a diverse group of businesses.
- Increased the average engagement rate by 20% for each brand through strategic content planning and research that followed industry trends and targeted the appropriate market of each client.
- Collaborated closely with the project manager to develop a social media visual branding kit for 3 clients, which standardized assets and improved posting efficiency.
- Utilized Asana to communicate with the marketing team and streamline workflow, ensuring meticulous performance tracking and successful completion of project deadlines and objectives.

Global Vacation Rentals

September 2020 – May 2022

Marketing and Strategic Growth Associate

Orlando, FL (Remote)

- Developed a wide array of content, from email and web copy to social media graphic and video posts, that supported an overall content strategy yielding a 28% increase in audience engagement.
- Retained customer loyalty by monitoring the company's online channels via comments and direct messages, while responding to inquiries in a timely and professional manner.
- Enhanced email content and design via MailChimp and BeeFree while collaborating with the Director of IT & Marketing to execute successful email campaigns that achieved a 12% increase in email open rates.

UCF Technology Product Center

February 2017 – December 2020

Junior Graphic Designer

Orlando, FL

- Designed over 50 visually compelling marketing materials, including informational packets, social media graphics, and presentations, which contributed to a steady increase in client engagement, using Adobe Creative Suite.
- Collaborated with the marketing team on the creation and distribution of promotional materials for product launches, resulting in an increase in pre-order sales.
- Contributed to the redesign of the logo and branding guidelines, ensuring a cohesive and modern look across all marketing material.
- Managed and scheduled meetings with an average of 2 students per week through a TPC sponsored tutoring service to help improve their Adobe Creative Suite skills.

OTHER PROFESSIONAL EXPERIENCE

Starbucks *Shift Supervisor/Barista*

March 2021 – Present

EDUCATION

University of Central Florida

December 2020

Bachelor of Arts, Digital Media

Orlando, FL

SKILLS

Tools: Adobe Creative Suite, Asana, BeeFree, Canva, CapCut, Dropbox, Google Workspace, Hootsuite, InShot, Later, Mailchimp, Microsoft Office Suite, Meta Business Suite, Slack, Trello, Zoom

Skills: Community Building, Content Creation, Customer Service, Graphic Design, Project Management, Social Media Copywriting, Typography, Visual Brand Identity, Web Design

Strengths: Adaptable, Bilingual Proficiency (English, Spanish), Collaboration, Communication, Creative, Customer Service, Eager to Learn, Multitasking, Organized, Remote Work Proficiency, Strong Work Ethic