

# Aissa Hernandez

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## WORK EXPERIENCE

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### University of the Incarnate Word

Aug. 2023 – Present

*Digital Strategy and Marketing Manager*

*San Antonio, TX*

- Plan and execute paid digital marketing campaigns across platforms like Google Ad, Meta, TikTok, Spotify, and LinkedIn
- Update content, graphics, and multimedia on website landing pages with a focus on increasing user interaction and application conversions
- Direct social media strategy to boost online presence and attract new students, including overseeing admissions communications staff

### San Antonio Botanical Garden

Nov. 2021 – Aug. 2023

*Digital Content Specialist*

*San Antonio, TX*

- Crafted and maintained social media content calendar, with a special focus on increasing video content across all platforms
  - Increased video content by 130% across Facebook, Instagram, and Twitter from 2021 to 2022
- Coordinated and distributed email campaigns to support programs and initiatives including membership communications, automated/triggered messages, and event and exhibition promotions
- Published, edited, and updated website pages
  - Configured the website to allow for the transition to a new, more user friendly ticketing system (XTruLink) and developed email campaigns to communicate new changes to constituents

### Florida Literacy Coalition

May 2019 – Sep. 2022

*Resource and Communications Specialist*

*Maitland, FL*

- Coordinated marketing and social media communications to promote literacy and hotline referral services
  - Launched digital ad campaign on Facebook, Google Display Network, and YouTube resulting in a 268% increase in call volume and 90% increase in online directory traffic
- Built virtual conference portal via WordPress, and managed registration of more than 500 attendees over two years
- Published and maintained content on the Literacy Resource Center website using HTML and CSS

### Alliance Reservations Network

Jun. 2018 – May 2019

*Executive Assistant*

*Orlando, FL*

- Provided primary administrative support to the company president—scheduled meetings, teleconferences, and travel
- Assisted marketing director by developing corporate marketing materials, press releases, blogs, and social media posts
- Managed data entry for analytics listening dashboard to track SEM campaigns and marketing ROI

### Capitol City Records

Jul. 2016 – Dec. 2016

*Public Relations Intern*

*Austin, TX*

- Collaborated with founder and creative director to develop marketing campaigns promoting upcoming events
- Facilitated event planning logistics and execution
- Managed Twitter, Facebook, Instagram, and Snapchat for public outreach and promotion

## EDUCATION & CERTIFICATIONS

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### Texas State University

Dec. 2016

*B.S. Public Relations*

*San Marcos, TX*

### Hootsuite Academy

Mar. 2019

*Social Marketing Certification*

## TOOLS & SKILLS

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- Tools:** Microsoft Office 365 and Google Suite; CMS: WordPress, Weebly; CRM: Salesforce, HubSpot; Email marketing: iContact, Constant Contact; Design: Adobe Photoshop, InDesign, Illustrator, Canva; Audio/Video: Adobe Premiere, Audition; Project/task management: Asana, Microsoft Planner, Trello; Social media publishing: Hootsuite, Sprout Social
- Skills:** Data entry, analysis, and presentation; HTML and CSS coding; exceptional writing and editing; strong communication, interpersonal, and problem-solving skills; languages: English, Spanish, beginner Japanese