

# Aissa Hernandez

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## WORK EXPERIENCE

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### McNay Art Museum

Feb. 2024 – present

*Communications and Marketing Manager*

*San Antonio, TX*

- Creates and distributes content for multiple owned channels, including the website, email, and social media
- Collaborates with cross-functional teams to increase awareness of Museum programming and expand visitorship
- Coordinated the launch of the McNay's mascot, including social media strategy, event appearances, and a mascot meetup with local institutions

### University of the Incarnate Word

Aug. 2023 – Jan. 2024

*Digital Strategy and Marketing Manager*

*San Antonio, TX*

- Planned and executed paid digital marketing campaigns across Google Ads, Meta, TikTok, Spotify, and LinkedIn
- Updated content, graphics, and multimedia on website landing pages with a focus on increasing application conversions

### 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
- Developed email campaigns to support programs and initiatives including membership communications, automated/triggered messages, and event and exhibition promotions
- Published, edited, and updated website pages

### 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 Ads, 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, travel, and assisted other executive management
- 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

## 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, Google Suite; CMS: WordPress, Weebly; CRM: Salesforce, HubSpot; Email marketing: Mailchimp, iContact, Constant Contact; Design: Adobe Creative Suite, 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