

AISSA HERNANDEZ

EXPERIENCE

- 05/2019 to present** **Resource Specialist**
Florida Literacy Coalition - Maitland, Florida
- Coordinate marketing and social media communications to promote literacy and hotline referral services.
 - Publish and maintain content on the Literacy Resource Center website using HTML and CSS.
 - 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.

- 06/2018 to 05/2019** **Executive Assistant**
Alliance Reservations Network - Orlando, Florida
- Provided primary administrative support to the company president—scheduled meetings, teleconferences, travel, and assisted other executive management.
 - Assisted marketing director with creating and editing corporate marketing materials, press releases, blogs, and social media posts.
 - Managed data entry for analytics listening dashboard to track SEM campaigns and marketing ROI.

- 08/2017 to 05/2018** **Merchandise Cast Member - Disney College Program**
Walt Disney World - Lake Buena Vista, Florida
- Delivered daily world-class guest service and problem solving skills in a fast-paced environment.
 - Trained on point-of-sale systems to handle high-dollar transactions in various high-volume locations.

- 07/2016 to 12/2016** **Public Relations Intern**
Capitol City Records - Austin, Texas
- 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

2016 • Texas State University
Bachelor of Science in Public Relations
Minor: Business Administration

INFO

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TOOLS

- Microsoft Office 365 and Google Suite
- CMS: WordPress, Weebly
- CRM: Salesforce, HubSpot
- Email marketing: iContact
- Design: Adobe Photoshop, InDesign, Illustrator, Canva
- Audio/Video: Adobe Premiere, Audition
- Operating systems: Windows, Apple

SKILLS

- Data entry, analysis, and presentation
- HTML and CSS coding experience
- Exceptional writing and editing skills
- Strong communication, interpersonal, and problem solving skills
- Languages: English, Spanish

CERTIFICATIONS

Social Marketing Certification

Hootsuite

Indicates competency & proficiency in the tactical applications of the essential elements of social marketing.

Advanced Google Analytics

Google Analytics Academy

Indicates knowledge of advanced Google Analytics features including data collection, processing and configuration, and more complex analysis and marketing tools.