

Elizabeth Fernandez Fermin

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EXPERIENCE

Social Media Director | New York State Senate

Jun. 2022 - Jan. 2023

- Generated, edited, and managed graphics, captions, photo and video content to use for communications on social media, with media outlets, and with different organizations.
- Created and implemented new strategies aligned with Senator Pete Harckham brand to increase engagement and reach across different social media platforms (Facebook, Twitter, and Instagram).
- Developed and curated copywriting and communications, in collaboration with other departments, to stimulate ongoing engagement among constituency.

Sales Team Member | Michaels

Oct. 2019 - Jun. 2022

- Recorded information, shortages and/or discrepancies of product to keep records current and accurate.
- Helped customers complete purchases, locate items, and join a reward program to promote loyalty and satisfaction in the customer's experience.
- Restocked, arranged, and organized merchandise accordingly.

Customer Service Specialist | Best Buy

Oct. 2017 - Jul. 2019

- Contacted customers to ensure solutions to problems were discussed and questions were answered, including scheduling appointments for deliveries and maintaining communication via telephone, email and in-person.
- Assisted customers in finding the right solutions to problems with products and/or their usage.

EDUCATION

the City College of New York

Jan. 2022 | 3.8/4.0 | Magna Cum Laude

Bachelor of Arts, Digital Design

SKILLS

Design

- Responsive Design
- Journey Mapping
- Wireframing
- Prototyping
- Illustration
- Logo Design

Software

Interactive Visuals

- Figma
- HTML
- CSS
- P5.js
- Illustrator
- Photoshop
- InDesign

LANGUAGES

- Spanish | Native

VOLUNTEERING ACTIVITIES

Social Media Manager

Jun. 2022 - Nov. 2022

- Created and curated most graphics, advertisements, video content and social media posts relating to State Senator Pete Harckham's campaign for re-election.
- Worked closely with campaign manager to ensure proper rollout of advertisements and social media posts.