

Jennifer Hernandez-Pina

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EDUCATION

Brown University, B.A in Psychology, 3.75/4.0 GPA

Providence, RI, Expected Graduation: May 2021

- Questbridge Scholar

WORK EXPERIENCE

Nepal Tea

Remote, June 2020 - August 2020

Creative Content Intern

- Designed and sent email newsletters to over 4,000 subscribers, generating over \$3,000 in sales revenue
- Created landing pages for 13 tea products that will serve as the outline for future implementation of a blockchain ledger system that will improve transparency in the company's tea production
- Wrote print copy and designed a one-pager that will be included in all future packages to establish a stronger relationship between consumers and producers and to promote a call-to-action for the creation of user-generated content

Brown Language and Thought Lab

Providence, RI, June 2019 - Present

Research Assistant

- Cold call daycare centers, schools, and families to recruit study participants and garner interest in future collaborations with the lab
- Design family-friendly advertisements on Canva, Photoshop, and InDesign for study recruitment posts on Instagram, Twitter, and via Facebook ads

Brown University Residential Life

Providence, RI, June 2019 - August 2019

Summer Resident Assistant

- Developed mentor relationships with 27 high school students over the course of nine weeks and collaborated with other resident assistants to create community events and provide resources on the college admissions process and life at Brown University

LEADERSHIP AND ENGAGEMENT

Project Lets Erase The Stigma (LETS)

February 2020 - Present

Co-Marketing Coordinator

- Create advertising and marketing materials using Canva to circulate on campus and social media accounts to promote mental health-related resources, panels, workshops, and conferences
- Develop a calendar of social media posts to increase followers, likes, and engagement on social media

Special Events Committee (SPEC)

October 2018 – May 2020

Member

- Organized and advertised several annual campus-wide events for over 1,000 students while coordinating with leadership and Brown Dining Services to create dietary-friendly menus at events

SKILLS & INTERESTS

- **Language:** English (fluent), Spanish (fluent), Italian (advanced)
- **Technical Skills:** Canva, Microsoft Word, Microsoft Excel, basic HTML/CSS/Javascript, Photoshop, Illustrator
- **Interests:** dancing, watercolor painting, vegan food, Codecademy, and baking!