

Jennifer Hernandez-Pina

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Education

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

May 2021, Providence, RI

Questbridge Scholar

Experience

Creative Content Intern, Nepal Tea

June 2020 - Aug 2020, Remote

Designed and sent email newsletters to over 4,000 subscribers, generating over \$3,000 in sales revenue. Created landing pages for 13 tea products with the goal of improving transparency in the company's tea production. Wrote print copy and designed a one-pager to be included in all packages to establish a stronger brand-consumer relationship and to increase user-generated content creation

Research Assistant, Brown Language and Thought Lab

June 2019 - Present, Providence, RI

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

Marketing Co-Coordinator, Project Lets Erase The Stigma (LETS)

February 2020 - Present, Providence, RI

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 Instagram

Summer Resident Assistant, Brown University Residential Life

June 2019 - August 2019, Providence, RI

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

Skills & Interests

Languages

Spanish

Italian

Technical Skills

Canva

Adobe Photoshop

Basic HTML/CSS/JS

Interests

Vegan food

Painting

Dancing