

HENNER E. ESPINOZA

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Professional Summary

Highly accomplished, client-centric marketing specialist with 5+ years of experience in internal and external communications, project management, business development, and strategic marketing turned aspiring Fullstack Web Developer adept at formulating innovative IT solutions for new and existing systems. Equipped with in-depth knowledge of market metrics and digital marketing programs that help optimize business productivity and drive growth. Highly independent and well-organized problem solver with analytical strength and excellent organizational skills.

Core Competencies

Marketing Analytics | Digital Marketing | Email Marketing | Market Research | Marketing Strategy | Data Analysis | Search Engine Optimization | Digital Media | Project Management | Financial Analysis & Planning | Public Relations | Media Relations | Data Analytics | Media Planning | Teamwork | Client Service | Leadership | Writing Skills

Technical Skills: HTML | CSS | JSON | SQL | JavaScript ES6 **Tech Languages:** Bootstrap | React | Node.js | Express.js

Frameworks: jQuery | MySQL | MongoDB | Heroku | Git | AJAX | Insomni/Postman | Server Side API | Rest API | GitHub | Daysjs | Unit Testing w/ JEST | Webpack | PWA | Apollo GraphQL | Sequelize | JSX

PROFESSIONAL WORK EXPERIENCE

Marketing Specialist, Consultant (Remote) | Fabric – Brooklyn, NY **Feb 2021 – Present**

- Increase engagement across social networks by supervising social media moderation on an ongoing basis.
- Achieve maximum prospect engagement by coordinating a/b testing of emails and metrics reporting.
- Update blog content frequently to keep them relevant for website visitors and email subscribers.

Freelance Writer, Consultant (Remote) | PrideOne – New York, NY **Jun 2019 – Jun 2020**

- Envisioned, wrote, and revised financial planning-focused decks for the National Sales team at Morgan Stanley.
- Efficiently ensured that all initiatives represented diversity in terms of tone, imagery, and experiences.

Associate, Wealth Management National Sales | Morgan Stanley – New York, NY **Jan 2018 – Jun 2018**

- Developed a business plan development to assist Financial Advisors (FAs) in better addressing the financial planning demands of high net worth diverse and multicultural clients, resulting in 2,000+ new users joining the program in its first year.
- Successfully organized and promoted 150+ significant client events, regional sponsorships, and live webcasts that attracted 1.3k+ FAs and 4k+ clients and prospects.
- Continued to provide all content marketing support as described in the Analyst Wealth Management Marketing role.

Analyst, Wealth Management Marketing | Morgan Stanley – New York, NY **Sep 2015 – Jan 2018**

- Proficiently provided branch managers and FAs around the country with integrated marketing support.
- Oversaw the creation of content for social media postings, blog articles, brochures, and pitches, as well as the creative work and compliance approval of speeches in seminars and on decks.
- Effectively coordinated video interviews and revised articles highlighting the accomplishments of diverse and multicultural FAs to be displayed on a website with a public audience.

Branch Analyst, Wealth Management | Morgan Stanley – Boca Raton, FL **Jun 2013 – Sep 2015**

- Two-year professional development program in the areas of operations, risk, business development, and financial advisory.
- Expertly led local initiatives for the company's digital and social media marketing.
- Created specialized marketing and PR strategies for FAs and identified opportunities to utilize digital tools to improve client service.

EDUCATION

Certification in Full Stack Web Development

University of California, Berkeley - Remote | 2023

Master's Degree in Contemporary History

Universidad Autónoma de Madrid – Madrid, Spain | Sep 2020

Bachelor's Degree in Business Administration: International Business, Minor in Marketing

Northwood University – West Palm Beach, FL | May 2012

CERTIFICATIONS

Certified Personal Trainer, NASM | 2022

Registered Yoga Teacher 200, Yoga Alliance | 2019

AWARDS

Northwood University Freedom Scholarship Recipient (Merit-based, 4 years)

Universidad Autonoma de Madrid Scholarship Recipient (Merit-based, 4 years)

VOLUNTEER EXPERIENCE

Co-Founder & Yoga Instructor, Eka Yoga – Madrid, Spain | 2019 – 2020

Co-Organizer, TEDxBocaRaton – Boca Raton, FL | 2016

Co-Founder, Les Petits Artistes Bcorp – West Palm Beach, FL | 2014 – 2016

Teacher, Banking on Our Future – Financial Lit – Miami, FL | 2013

FOREIGN LANGUAGES

Spanish (Native) | **Portuguese** (Intermediate)