

# LILLIONHUNT

## EXPERIENCE

### Visual Communications/Digital Marketing Specialist

Marine Corps Community Services (MCCS) | Okinawa, Japan/Remote | 2019-2021

Lead development of weekly email newsletter including creating HTML/CSS assets, written copy, creative concepts and overall design on Mailchimp, producing a total of 87 newsletters and increasing number of subscribers by 214% • Develop, implement and manage social media strategy on Facebook and Instagram channels • Create promotional material on Photoshop, Illustrator, InDesign and Premiere Pro for email campaigns and social media • Track metrics on audience, content, views and competitors • Write PR pieces and assist with crisis management • Engage with online customers and maintain a positive relationship

### Data Journalist

NEHA Magazine | Syracuse, New York | 2018

Research and analyze data to create a variety of interactive charts • Generate data-driven stories • Implement and maintain website using Wordpress CMS with a team of 3 co-developers • Optimize website to ensure fast loading speed • Implement SEO best practices • Create prototypes and mockups for review and feedback • Work with data-mining/scraping, databases and SQL

### Social Media Instructional Associate

S.I. Newhouse School of Public Communications, Syracuse University | Syracuse, New York | 2017-2018

Assist professor in upper division social media class • Research social media news • Teach students how to create their own brand, increase engagement and maintain a positive social presence • Work with TwitterAds • Manage Slack channels, Twitter List and WordPress • Use TweetDeck to schedule class tweets

### Web Designer/Front-End Developer

Career Development Center, California State University Long Beach | Long Beach, California | 2013 - 2017

Work with HTML, CSS and JavaScript to update, manage and create accessible and responsive web pages and designs • Graphic design for events such as seminars, workshops and job fairs to display on the website

### Tech Blog Writer/Assistant Web Developer

Wonder Women Tech | Long Beach, California | 2017

Research, write and publish articles about tech innovation and business news • Assist with designing and maintaining the front-end • Manage social media platforms like Twitter, Instagram and Facebook • Practice principles of strategic marketing planning


### Radio News Reporter/Producer


KBeach Radio 88.1 FM HD-3, California State University Long Beach | Long Beach, California | 2015-2017

Research story ideas and conduct interviews • Write scripts, record and edit stories using Adobe Audition • Produce weekly one-hour news shows • Teach 15 student reporters radio broadcast writing, recording and editing • Operate FM radio board

## CONTACT

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 <http://bit.ly/2EjgXPM>



Portfolio  
[lionhunt.github.io](http://lionhunt.github.io)

## SKILLS

Fluent Languages: English and Spanish

Web Development: HTML, CSS, JavaScript, Bootstrap, WordPress, GitHub, Google Analytics, SEO

Programs: Photoshop, Illustrator, InDesign, Premiere Pro, Adobe Audition, Dreamweaver, Visual Studio Code, Unity, Xcode, Sketch

Social Media: Twitter, Instagram, Facebook, YouTube, Vimeo, Sysomos, Sprinklr, Creator Studio, TweetDeck, Mailchimp

Journalism: Copywriting, Video and Audio Editing, Print and Broadcast Writing, TV and Radio News Reporting, Camera, Radio Board and Teleprompter Operating, Data Journalism/Data Visualization, 360 Virtual Reality Videos

## EDUCATION

Master of Science, Computational Journalism

S.I. Newhouse School of Public Communications, Syracuse University | Syracuse, New York | 2017-2018

Bachelor of Liberal Arts, Journalism

Minor: Web Technologies and Applications

California State University Long Beach | Long Beach, California | 2013-2017

## ACHIEVEMENTS

Outstanding Performance Appraisal Achievement

Marine Corps Community Services | 2019-2021

Excellence Award in Broadcasting

KBeach Radio 88.1 FM HD-3 | 2017

President's Honor List

California State University Long Beach | 2015-2017