*LILLION*HUNT

EXPERIENCE

Visual Communications/Digital Marketing Specialist
Marine Corps Community Services (MCCS) | Okinawa, Japan/Remote | 2019–2021
Develop and execute digital marketing strategies for our monthly and yearly publications, mobile app, product launches, special events, programs, services and promotional offers • Lead development of weekly email campaigns using HTML/CSS, copywriting and graphic design, producing a total of 87 newsletters • Develop, implement and manage social media content on Facebook and Instagram • Create promotional material on Photoshop, Illustrator, InDesign and Premiere Pro for email campaigns and social media • Track and report metrics on audience, views and engagement • Write PR pieces and assist with crisis management

Data Journalist
NEHA Magazine | Syracuse, New York | 2018
Research and analyze data using data-mining/scraping, databases and SQL to create infographics for supporting articles • Generate data-driven stories • Implement and maintain website using Wordpress CMS with a team of 3 co-developers • Optimize website to ensure fast loading speeds • Implement SEO best practices • Create prototypes and mockups for review and feedback

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 and stay up-to-date with the latest trends • Teach students how to create their own brand, increase engagement and maintain a positive social presence • Use TwitterAds for paid social media campaigns • Manage Slack channels, Twitter List and WordPress • Use TweetDeck to schedule class tweets

Web Designer/Front-End Developer
California State University Long Beach Career Development Center | Long Beach, California | 2013 – 2017
Work with HTML, CSS and JavaScript to update, manage and create accessible and responsive web pages for students seeking jobs and internships • 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 to bridge the gap between STEAM opportunities and underrepresented communities • Assist with designing and maintaining website • Manage social media content on 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 • Produce weekly one-hour news shows • Teach radio broadcast writing, recording and editing • Operate FM radio board

SKILLS

Fluent Languages: English and Spanish

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

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

Social Media: Twitter, Instagram, Facebook, YouTube, Vimeo, 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

CONTACT

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