



# MARIBEL HERNANDEZ



## FREELANCE PROJECT MANAGER & GRAPHIC DESIGNER

### CONTACT

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### SKILLS

#### DESIGN

- Illustrator ● ● ● ● ●
- Photoshop ● ● ● ● ●
- InDesign ● ● ● ● ●
- Figma ● ● ● ● ●

#### SOCIAL MEDIA

- Instagram ● ● ● ● ●
- Facebook ● ● ● ● ●
- Snapchat ● ● ● ● ●
- Twitter ● ● ● ● ●
- YouTube ● ● ● ● ●

#### PRESENTATION

- Google Suite ● ● ● ● ●
- MS Powerpoint ● ● ● ● ●
- MS Word ● ● ● ● ●
- MS Excel ● ● ● ● ●
- Keynote ● ● ● ● ●

#### PROGRAMMING

- HTML5 ● ● ● ● ●
- CSS3 ● ● ● ● ●
- Visual Studio Code ● ● ● ● ●

#### LANGUAGES

- English ● ● ● ● ●
- Spanish ● ● ● ● ●

### EXPERIENCE

#### TEMP CAMPAIGN MANAGER

*Univision Communications Inc. | Los Angeles, CA | July 2018 - August 2019*

- Execute and coordinate campaign setup and planning - including but not limited to - contract development, negotiation, timeline management, deliverable quality control and delivery, communication with key stakeholders including sales, DIG, influencer etc.
- Create efficient workflows for executing campaigns, along with campaign development, talent recommendations, developing rate cards and one sheets for talent
- Track all sold campaigns from contract development, creation, post and payment
- Work closely with National and Local Sales team to assure all deliverables meet brand requirements, including brand safety, and are on schedule
- Act as a liaison with talent and sales team to ensure best practices are in use
- Coordinate team meetings, create presentation decks and other administrative tasks as assigned, including expenses

#### FUNDRAISING ASSOCIATE

*Los Angeles Dodgers Foundation | Los Angeles, CA | March 2018 - July 2018*

- Assisted in the coordination, planning, and execution of their multi-million-dollar fundraising programs and special events marketing, such as, LADF Annual Gala, Annual Run, and Youth Baseball Camp
- Assisted in all development and communications efforts, including in-stadium fundraising, such as 50/50 raffles (system management support), silent auctions (set-up/breakdown, reconciliation, inventory updates), and general fundraising research
- Assisted in developing marketing collateral, supported website maintenance, drafted copy associated with various marketing campaigns
- Aided in the development of social media strategies and campaigns, capturing stories and quotas at various LADF events

#### CREATOR NETWORK INTERN

*Univision Communications Inc. | Los Angeles, CA | July 2017 - January 2018*

- Examined over 100 talent acquisitions and updated their biographies in order for them to be appealing to partnering brands such as Coca-Cola, General Mills, T-Mobile, Universal, P&G, and McDonalds
- Supported and monitored the daily tracking of 100 creator content throughout their social media accounts through daily tracking
- Effectively communicated the status of current research, program development, and updates on social media creator content to supervisor

#### PRODUCTION INTERN

*AGENC Experiential & Digital Marketing | Beverly Hills, CA | February 2017 - May 2017*

- Compiled information, such as production rates and progress, materials inventories, materials used, or customer information, so that status reports can be completed
- Conferred with department supervisors to assess progress and/or discuss needed changes
- Conferred with establishment personnel, vendors, and/or customers to coordinate production or shipping activities and to resolve complaints or eliminate delays
- Contacted suppliers to verify shipment details

### EDUCATION

#### UNIVERSITY OF LA VERNE

*B.S. Business Administration, Marketing Concentration, Cum Laude*

La Verne, California  
August 2015 - June 2018

#### SANTA MONICA COMMUNITY COLLEGE

*Certificate of Graphic Design*

Santa Monica, California  
Expected Completion in June 2021

#### SNAP INC. & LA TECH

*Sanp Design Academy Scholar*

Santa Monica, California  
Summer 2020

#### UCLA ANDERSON SCHOOL OF MANAGEMENT

*Riordan College to Career Program Scholar*

Westwood, California  
Summer 2017