

Nayeli Cervantes

View my portfolio here:
<https://adobe.ly/36YIDZX>

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Education

St. Mary's University BA' 19

- Communication Studies Major with a Marketing Minor
- Graduated Cum Laude

Work Experience

Marketing Coordinator

May 2019 - Present

Maestro Entrepreneur Center

- Managing all forms of communication through social media, online inquiries, phone calls and emails.
- Actively keeping all social media platforms (Instagram, Facebook and LinkedIn) updated as well as sending weekly newsletters to a database of over 5,000 subscribers.
- Maintaining the website with current and updated information.
- Writing Press Releases and distributing to local news networks and connections.
- Designing and branding programs at the center in order to establish brand recognition.
- Successfully doubled our platform and reach through social media and outreach.
- Created branding for a 2- Day Construction Conference
- Packaged sponsorship packages for the 2-Day Construction Conference which raised over \$75,000.
- Designed a logo for a city-wide initiative in San Antonio called Buy Local Grow SA.
- Responsible for Buy Local Grow SA launch campaign with over 500 registrants
- Consolidated data on local businesses to report to the City of San Antonio Economic Development Department.
- Created branding for the Maestro Entrepreneur Center by establishing fonts, colors and style.
- Worked with website developers to create the Buy Local Grow SA website.
- Created a 2020 Impact Report for the Maestro Entrepreneur Center.

Skills

- Proficient in Adobe InDesign, Photoshop and Illustrator, Premiere Pro
- Intermediate in HTML and CSS
- Microsoft Word, Powerpoint, and Excel
- Efficient in a fast-paced environment
- Bilingual