

JIM HERNANDEZ

Social Media Coordinator

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Adaptive Social Media Coordinator with years of experience leveraging marketing and social media strategy knowledge to implement creative social media campaigns that drive engagement and increase brand awareness. Demonstrate expertise in planning and executing successful events ahead of schedule and within budget and timeline restrictions. Effectively known for incorporating new tools and technologies to stay up to date with the latest social media trends and best practices.

- Adept at leveraging expertise in social media planning, measuring performance of social media campaigns, and building social media communities to overhaul existing company plans and structures to drive revenue growth.
- Instrumental in driving process improvements and implementing strategies focused on enhancing performance and increasing profitability by targeting consumers through strategic plans.

CORE EXPERTISE

Product Development Lifecycle ▪ Project Management ▪ Content Curation ▪ Campaign Planning ▪ Social Media Planning
Cross-Functional Team Collaboration ▪ Client Retention ▪ Goal Setting & Forecasting ▪ Community Affairs/Relations
Marketing & Sales Strategies ▪ Crisis Management ▪ Performance Management ▪ ROI Calculations ▪ Paid Advertising
Budget Management ▪ Social Media Networking ▪ Value Proposition ▪ Go-To-Market Strategies ▪ Social Media Strategy

PROFESSIONAL EXPERIENCE

SOCIAL MEDIA MANAGER ▪ PIGEONS OF NEW YORK NFT

2021-Present

Led and guided creative direction for social media strategy for platforms such as Reddit, Twitter, TikTok, Discord, and Instagram. Moderated Discord community with more than 1.3K members.

- Managed 6+ social media accounts that generated 25th in revenue and 800 holders across multiple collections.
- Engaged in continuous learning of social media trends, algorithms, and features to adjust current strategic plans to target new markets.
- Introduced process improvements that led to significant organic growth in follower counts across all social media platforms.
- Managed marketing budget of \$5K+ with responsibility for staying on target to meet performance goals.
- Conducted thorough competitive analysis and monitoring of trends to identify ways to adapt and secure new business opportunities.
- Utilized photo editing tools to produce creative, visually-appealing content that garnered high levels of engagement.
- Led competitive research and benchmarking with the goal of gaining insight into consumer needs and experiences.
- Hosted events across six states, representing the brand and presenting projects to onboard new members.

SHOWROOM MANAGER/SOCIAL MEDIA COORDINATOR ▪ PELOTON

2019-2021

Collaborated with Content Marketing Manager to direct and implement the brand voice and language. Maintained operations in an effective manner to consistently ensure compliance with legal and ethical guidelines.

- Increased social media following by 20%-60% on a monthly basis through leveraging best practices.
- Partnered with Facebook Admin to create events in showroom that allowed community integration.
- Produced a series of instructional videos with the goal of educating the audience on various products and their key features.
- Fostered relations within the community to identify like-minded brands to host events in the valley.
- Enhanced engagement and ratings by actively leveraging tools such as Soci to automate the scheduling of posts and replies to Google reviews.
- Awarded the "Think and Act like an Owner" accolade chosen in 2021 for exceptional leadership and best-improved showroom results.
- Introduced program focused on incentivizing selling goals each month while creating friendly competition among Sales Specialists, which led to 60% increase in showroom lead capture.

STORE MANAGER/SOCIAL MEDIA SPECIALIST/EVENT COORDINATOR • TOMMY BAHAMA

2018-2019

Aligned user-generated content on the company site with company goals and mission. Leveraged social media tools and industry trends to stay up to date with best practices, implementing new creative strategies in line with market expectations.

- Crafted creative content for 4+ social media platforms with the goal of ensuring consistency in branding and language.
- Partnered with executives to develop and execute campaigns that complemented concurrent promotional initiatives, driving engagement and social media performance.
- Developed extensive FAQ series that addressed popular product-related inquiries, leading to 7% decrease in return requests and boosted customer ratings.
- Implemented company culture initiatives, which resulted in 25% year-over-year increase in employee satisfaction.

HR/SOCIAL MEDIA COORDINATOR • NORDSTROM

2013-2016

Analyzed social media metrics to evaluate the effectiveness of campaigns. Streamlined reporting of social media KPIs for each channel by introducing ways to enhance engagement, followers, leads, and ROI.

- Managed monthly ad budget of \$2K for paid Instagram and Facebook posts.
- Achieved 45% increase in engagement and elevated followership by 7500K by implementing opportunities for improvement on Instagram.
- Developed and executed social media strategies that aligned with the company's marketing and branding goals, driving engagement and increasing brand awareness.
- Achieved 5X growth in email list subscribers in eight months by introducing new sales methods without impacting budgets.
- Exceeded set sales expectations by 17% every quarter in 2013; successfully grew sales by 10% in 2014, which equated to over \$12K in sales and resulted in achievement of shrinkage goals for the department.

EDUCATION

Bachelor of Science in Business, The University of Phoenix

Certificate in Human Resource Management, The University of Phoenix (In Progress)

TECHNICAL SKILLS

Facebook • Twitter • Instagram • Reddit • Discord • Slack • Blogger • WordPress • LinkedIn • YouTube • Flickr

Google Play • Twitter Analytics • Shopify • Soci • Hootsuite • Salesforce