



## Rina Hernández

BUSINESS GRADUATE  
MARKETING ASSISTANT

- 📍 Honduras
- ✉ rinaherzun@gmail.com
- 💻 www.rinahernandez.com/
- ☎ +504 9749-4269

### PROFILE

Business Management graduate with experience in marketing, business management and programming. Confident leader and enthusiastic communicator. I'm especially passionate about technology and marketing. My focus is helping my community development.

### LANGUAGES

Spanish  
English

### SKILLS

Asana, Wordpress, Google Calendar, Power BI, SQL, Javascript, HTML, CSS, Hubspot, Python, Sprout Social, Zoomph, Office, Project Management, Strong Critical Thinking, Analytical Thinking, Problem Solving, Interpersonal Communication, Digital Advertising

## WORK EXPERIENCE

### MARKETING ASSISTANT

#### PITTSBURGH KNIGHTS

Jul 2021 - Present

- Assists the department head in carrying out every activity of the Marketing Department.
- Optimize processes through different technologies.
- Creation of Marketing Plans for Cmpaigns
- Creation of Template and Optimization of Asana's processes.

### DATA ANALYST

#### EEH

Feb 2021 - May 2021

- Collected, cleaned and analyzed data to help create models to optimize processes.

### TRANSLATOR

#### LIONBRIDGE

Jan 2021 - Jul 2021

- Served as a freelancer translator for several companies such as Amazon.

## PROJECTS HISTORY

### TEAM'S LEADER

#### ROZEN

Jun 2020 - Present

- Rozen is an upcoming startup that focus in the development of affordable atmospheric water generators for vulnerable communities.

### MANAGER

#### LU'S BAKERY

Oct 2020 - Jan 2021

- Edited editorial photos for clients and magazines.
- Organzation of files.

### FREELANCE DESIGNER / BUSINESS ANALYST

#### BAKER'S SHOP HN

Oct 2020 - Dec 2020

- Designed the business's logo, banners, website and digital ads for the launching campaign.
- Developed a business plan for the first year of operations with financial forecasting.

### FREELANCE BUSINESS ANALYST

#### MERAKI

Jan 2020 - Oct 2020

- Developed a business plan for the implementation of an e-commerce web page for auxiliary businesses.
- Developed Wordpress e-commerce website.

## INTERESTS

---

Computer Science

Gaming

Crypto

Coding

Renewable Resources

Animal Protection

Fintech

## POLLOS CAMPESINO

Jan 2019 - Apr 2019

- Designed banners and digital ads for the summer's marketing campaign. Developed a business plan for the restoration of the restaurant's Kennedy Branch in Tegucigalpa.

## EDUCATION HISTORY

---

### Bachelor Degree in Business Management

2017 - 2020

#### Universidad Catolica de Honduras

- GPA 4.0
- Gained extensive training and successfully accomplished all courses for business management.

### High School Degree in Science and Humanities

2014 - 2017

#### Eagle Wings School

- GPA 4.0

## EXTRA-CURRICULAR ACTIVITIES

---

### VOLUNTEER

#### MESTIZO Y YO

2020 - Present

- Fundraising for animal rescue projects with my personal business. Constantly, working with other volunteers to take care of rescue animals kept by the organization. Also, fostering animals until they are adopted in responsible families

#### BECAS 20/20

2019 - 2021

- Assited in diverse volunteer activities such as fundaraising, reforestation, collecting trash, assiting vulnerable comunities and organizing donation events.

#### CASA DE NOE

2017 - 2018

- Assiting in fundraising activities for animal rescue projects.

#### INDEPENDENT ANIMAL RESCUE

2017 - Present

- Developing projects for animal rescue activities such as fostering, rehabilitation and adoption of rescue animals.