

Samantha L. Fernandez

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EDUCATION

Florida International University, Miami, FL
MS Engineering Management Candidate at FIU

Louisiana State University, Baton Rouge, LA
BS Information Systems and Decision Sciences, Minor in Analytics

Professional Summary of skills & certifications:

Graduate student in Engineering Management with experience in project management, business analysis, and digital marketing strategy. Passionate about leveraging technology and data-driven insights to optimize operations, drive business growth, and improve customer engagement. Certified Scrum Master skilled in SQL, Python, HTML/CSS, Tableau, and Power BI for analytics and reporting. Fluent in English and Spanish, with proven leadership in cross-functional, multicultural environments.

EXPERIENCE

Digital Initiatives Intern **Miami, FL**
11/2025 - present
Florida International University Law Library

- Oversee day-to-day management of the library's website using a Content Management System and HTML/CSS, improving navigation, content accuracy, and site functionality.
- Analyze traffic, engagement, and user-behavior metrics via Google Analytics to support digital strategy initiatives.
- Collaborate on UX enhancements, accessibility compliance, and process documentation for digital resources.

Quality Assurance Specialist **Baton Rouge, LA**
11/2023 - 07/2025
Emergent Method Management Consulting

- Developed project timelines for a large-scale IT project digitizing microfiche data for the state of Louisiana, boosting accessibility through an SQL database to make all of the information digital and easy to access for government offices.
- Streamlined workflows by developing naming protocols and repository structures, **increasing efficiency and reducing processing delays**.
- Conducted analysis and quality assurance, ensuring data accuracy and regulatory compliance for government operations.

Marketing Manager **Baton Rouge, LA**
08/2023-11/2023
Pita Pit

- Managed Pita Pit's social media presence across several platforms. Directing cross-channel marketing initiatives and **analyses** of promotional campaigns, optimizing ROI.
- Applied **customer insight analysis** to redesign digital campaigns, improving brand perception and engagement..
- Developed and designed engaging visuals, and wrote content for various marketing channels and in-store promotions.
- Planned and implemented marketing campaigns to promote new menu items, seasonal offers, and special events. Organized and participated in local events and sponsorships to strengthen relationships with the community.

Marketing Manager **Baton Rouge, LA**
09/2022 - 05/2023
Association of Information Technology Professionals at Louisiana State University

- Managed and executed marketing campaigns, improving brand visibility and achieving record-high club enrollment. Collaborated with cross-functional teams to plan and host events, enhancing member experiences and operational success.
- Increased social media engagement by 30% through strategic content creation and analytics-driven performance analysis using digital marketing tools.

Account Management Intern **Baton Rouge, LA**
06/2022 - 08/2022
Click Here Digital Marketing Agency

- Assisted account managers with data-driven reporting, assessing website traffic, conversion rates, and impression share to optimize digital marketing strategies.
- Coordinated campaign execution, ensuring seamless implementation of website banners and remarketing ads to drive customer engagement.
- Performed audits (e.g., mystery shops, call audits) to maintain high-quality standards and supported client relationships by providing insights into SEO, SEM, and CRM tools.

CERTIFICATIONS

- Certified SCRUM Master - AWS Cloud Practitioner - Google Analytics - Google Project Management - HubSpot Digital Marketing