

INGRID HERNANDEZ

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EXECUTIVE SUMMARY

Content developer and marketer with 3+ years of experience in multimedia storytelling, social media content strategy, and online campaign development across education, nonprofit, and music sectors. Proven success in creating print and digital content for events and promotions; and skilled in cross-platform social media management, audience targeting, paid ad strategy, and writing tailored, high-impact copy. Fluent in English & Spanish.

PROFESSIONAL EXPERIENCE

Department of Biomedical Engineering (BME) at FIU

Nov. 2022 – May 2025

Content Developer

Miami, FL

- Implemented media outreach to the FIU College of Medicine to promote departmental research events on social media (ex. The annual Heart Day Symposium).
- Implemented media outreach to local and state research foundations (ex. Florida Heart Research Foundation) to promote faculty/student achievements and departmental events on social media.
 - **Results:** Through these collaborations, the BME department increased awareness of faculty/student achievements, highlighted research efforts to increase interest and foster collaboration between colleges and the department, and increased the number of attendees and presenters in research events.
- Maintained an updated contact list of over 230 Biomedical Engineering department chairs around the U.S., Canada, and the U.K. for further news and media distribution.
- Wrote celebratory pieces highlighting the latest faculty and student achievements and events for the department's website for smaller, local distribution.
 - **Examples:** *Dr. Oleksii Shandra Receives \$758,000 Award From U.S. Department of Defense & Ph.D. Student Ariadna Herrera Receives 2024 Researcher of the Year Award.*
- Wrote celebratory pieces highlighting the latest faculty and student achievements and events from the department for the FIU College of Engineering & Computing website for college-wide news distribution.
 - **Example:** *Ph.D. Graduate Dr. Beatriz Herrera Elected as Outstanding Graduate.*
- Managed and shared news and event-related content onto the department's social media platforms (Instagram, Facebook, X and LinkedIn) via the management platform ZohoSocial and engaged with followers/students online.
 - **Results:** Avg. IG engagement rate: 6.3%+, peak 11.63% (Mar.–May 2025); 1K+ avg. reach (856 followers).
- Created printed and online advertising materials for the department (ex. advertisements and videos for conferences).

United Way Miami

Aug. 2024 – Dec. 2024

Marketing Intern

Miami, FL

- Assisted with online campaign planning for annual events and announcements.
 - **Areas:** Audience identification; budget allocation for paid online advertising; copywriting; content scheduling.
- Created, updated, and posted social media content for announcements and events using Meltwater and the marketing department's social media planning Excel sheet.
 - **Results:** Avg. SM engagement of 1K+, 18K avg. reach across social media posts (“We’re HERE” campaign).
- Drafted online copy for emails, social media, press releases, and media alerts related to the organization's events, campaigns, and collaborations with local businesses.
 - **Examples:** *Women United Breakfast, Annual Community Campaign & Meet Keisha.*
- Maintained an updated media contact list of news publications, broadcast news channels, and independent journalists.
 - **Examples:** Newsdecks and writers from *Miami Herald*, *Univision 23*, *NBC 6 South Florida*, and *CBS Miami*.
- Monitored engagement, trends, and competition; and updated social media best practices accordingly.

SEO Spectrum

May 2022 – Aug. 2022

Content Writer Intern

Vineland, NJ (Remote)

- Produced articles for diverse businesses, covering topics ranging from technical guides to recreation (ex. SEO starter guides, bounce house rentals).
- Integrated keyword optimization, internal linking & writing to improve search rankings & drive organic visibility.

- Adapted writing style and format based on article length, client requirements & audience expectations, ensuring content was both search-friendly and appropriate.

Caplin News (FIU News Website)

Jan. 2021 – May 2021

Writer and Reporter

Miami, FL

- Wrote stories about Miami's music scene, such as local artists and music events to attend throughout the city.
- Took part in newsroom meetings to brainstorm and discuss news story ideas with other writers.
- Collaborated with other reporters to write stories about recent events in South Florida and our news topic interests.

Genius

Feb. 2019 – Jan. 2020

Contributing Writer

Brooklyn, NY (Remote)

- Wrote biographies about music artists and songs, as well as their achievements in the music industry and their influence on music, with a focus on artists from the 1970s.
- Annotated music lyrics, many of which included songs from the 1970s-1980s.
- Translated Spanish-language songs into English.

EDUCATION

M.S. in Mass Communication: Global Strategic Communications | Florida International University (FIU), 2025

- **Relevant Courses:**
 - Mass Communication Professional Thesis (PUR 6956)
 - Project Title: *Analyzing Rising Pop Artists on TikTok and How They Market Music on the Platform*
 - Strategic Storytelling and Digital Content Creation (PUR 6117)
 - Social Media Metrics (PUR 6508)
 - Multimedia Skills for Strategic Communicators (PUR 6116)

B.S. in Communication: Journalism | FIU, 2021

- **Relevant Courses:**
 - Senior Multimedia Project (JOU 4341C)
 - Social Media and Audience Analysis (MMC 4302)
 - Visual Design for Globalized Media (VIC 3400)
 - Multimedia Production (RTV 3531)

CERTIFICATIONS & EXPERTISES

Certifications:

- SEO Certification (HubSpot Academy)
- Hootsuite Platform Certification
- Google Analytics Individual Qualification
- Strategies for Audience Growth and Promoting Music Brands (GRAMMY GO)
- Foundations of Music Promotion & Branding (GRAMMY GO)

Content Creation & Digital Channel Management:

- AI-Assisted Keyword Search & Implementation
- Audience Identification
- Digital & Print Copywriting
- Budget Allocation for Paid Advertising

Web/Content Editing Software & Distribution Platforms:

- Graphic Design & Video Editing: Canva & Adobe Creative Suite
- Social Media & Project Management: Asana, Meltwater & Zoho Social
- Website Management & Email Marketing: WordPress, SquareSpace & Mailchimp