

# INGRID HERNANDEZ

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## EXECUTIVE SUMMARY

Account manager and marketing professional with over 4 years of experience in multimedia storytelling and 3+ years in social media strategy and campaign development across education, nonprofit, and music sectors. Proven success in creating print and digital content for events and promotions; and skilled in social media management, audience targeting, paid ad strategy, and writing tailored, high-impact copy. Fluent in English & Spanish.

## PROFESSIONAL EXPERIENCE

### **Socially Entwined Marketing**

**Sep. 2025 – Feb. 2026**

*Account Manager*

*Miami, FL*

- Manage client accounts across hospitality, agriculture, and fitness sectors, driving brand consistency and visibility through tailored social media strategies and digital initiatives.
- Oversee day-to-day social media operations, including content planning, copywriting, scheduling, and performance tracking across platforms.
  - **Results:** Maintained a monthly IG views engagement rate of 3% (Dec. 2025), and a 184% engagement rate for a smaller event venue client (365 followers).
- Develop tailored social media and promotional strategies based on client goals and seasonal trends.
  - **Example:** Executed a four-posts-per-week content strategy for a local farm event venue to promote guest activities, amenities, and rentable event spaces while leveraging relevant online trends that align with brand messaging and expand audience reach.
- Managed digital advertising campaigns and boosted posts through Meta Business Suite to promote client events, guest activities, and limited-time offers, increasing visibility, and boosting audience attendance and engagement.
- Support content creation by drafting copy for social media posts and websites that are optimized for search engines.
  - **Example:** Revamped [Marinsa Caribbean](#) website to incorporate more branding/ colors, improve usability, and add or update copy to improve search engine performance and credibility.
- Supported the development of on-brand ad assets and aligned messaging with target audience and objectives.

### **Freelance**

**May 2025 – Present**

*Digital Marketing Manager & Web Designer*

*Miami, FL*

- Redesign and standardize website layouts to strengthen visual consistency, user experience, and brand alignment.
- Customize site content and design using CSS to enhance performance across desktop and mobile platforms.
- Edit and refine web copy to ensure clarity, tone consistency, and brand voice accuracy.
- Design branded digital assets that elevate web visuals and improve user engagement.
  - **Recent project:** Revamped [BioHealth Infusion Center](#) website, improving layout cohesion and usability.

### **Department of Biomedical Engineering (BME) at FIU**

**Nov. 2022 – May 2025**

*Content Developer*

*Miami, FL*

- Coordinated media outreach with FIU College of Medicine and regional research foundations to promote events, research initiatives, and faculty and student achievements on social media.
  - **Results:** Doubled research event attendance and presenters, increased awareness of faculty and student achievements, and strengthened cross-college collaboration.
- Wrote celebratory pieces highlighting the latest faculty and student achievements and events for the department's website for smaller 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.*
- Published celebratory pieces to the FIU College of Engineering & Computing website for college-wide distribution.
  - **Example:** *Ph.D. Graduate Dr. Beatriz Herrera Elected as Outstanding Graduate.*
- Managed and optimized departmental social media accounts (Instagram, Facebook, X, LinkedIn) using Zoho Social.
  - **Results:** Avg. IG engagement rate: 6.3%+, peak 11.63% (Mar.–May 2025); 1K+ avg. reach (856 followers).
- Maintained a contact list of over 230 BME department chairs around the Americas and U.K. for news distribution.
- Created printed and digital marketing materials (ads, videos) for conferences and recruitment initiatives.

## 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.*

## 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.

## 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:**
  - Social Media and Audience Analysis (MMC 4302)
  - Visual Design for Globalized Media (VIC 3400)

## 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 (ChatGPT Plus)
- Digital & Print Copywriting
- Social Media Advertisements & Paid Boosting (Meta Business Suite)

### Web/Content Editing Software & Distribution Platforms:

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