

MARIA-ANGELICA HERNANDEZ – COMMUNICATIONS SPECIALIST

Education

B.A. in Communications | Public Relations
California State University, Fullerton, May 2021

- Social Media Marketing Specialist of American Institute of Aeronautics and Astronautics Club
- Active member of Public Relations Student Society of America
- GPA in major 3.67

Achievements

Created internal and digital marketing campaigns to promote company which earned the 2019 Top Workplace in Orange County award.

Experience

Communications Specialist

California State University, Fullerton | College of Communications | 2020 - *Present*

- Coordinate, manage, develop, create, and post content for 5 college social media accounts
- Responsible to oversee and lead coordination of external and internal promotional efforts for the college and its 4 departments and 12 student-run clubs.

Marketing Assistant

Veris Manufacturing | Brea, CA | 2019 - *Present*

- Collaborate with a cross-functional team of 7 managers to develop digital content which appears on company digital presence while adhering to ITAR government regulations
- Published 52 stories in company website, 20 company newsletters, 97 Facebook posts, activated google listing to increase SEO optimization

Corporate Communications Intern

IBM Corporation | New York, NY (Remote) | June – August 2020

- Collaborated during 8 weeks with a group of 3 to create a multi-platform campaign to utilize the tech for good space. Presented to an audience of approximately 120 of marketing professionals and another group of 10 executives including the Vice President of Communications, North America
- Analyzed, created, and monitored industry and top 3 competitor trends on social media and earned media in the B2B technology sector across various business units

Skills

- Content Creator: Strong grasp of copywriting, video production, blogging
- Analysis: Ability to interpret statistical data and decisions
- Interpersonal: Excellent relationship building skills and sound professional judgement
- Organized: Manages 15 units of university courses, 2 freelancing accounts, and a part-time job

Life

I am creative person who is known for being a film nerd. I love talking to my friends about the latest films and most importantly the scores that come along them. My favorite composers are Hans Zimmer and Ramin Djawadi. I like to play when I need to reach a flow focus state or when I am reading an interesting book.