

Vanessa Hernandez

San Diego, CA | (760) 975-9677 | hernandezev@yahoo.com

WORK EXPERIENCE

Layfield Group

Marketing Specialist

San Diego, CA

November 2021 - Present

- Manage all marketing initiatives and strategies for the US Business Unit, ensuring strategic execution and alignment with company goals
- Develop and manage marketing campaigns across various channels, including email, social media, and paid ads, driving a substantial 25% boost in brand visibility
- Plan and execute targeted email campaigns across the US, Australia, and Latin America markets, achieving an average open rate of 20% and a click-through rate of 15%
- Showcase product content on LinkedIn generating a yearly average engagement rate of 10% and a CTR of 7.65%
- Manage Google Ads by conducting thorough keyword research, creating compelling ad copy, and optimizing campaign performance to maximize ROI and drive traffic
- Analyze key marketing metrics to assess campaign performance and identify optimization opportunities
- Regularly publish and enhance website content to align seamlessly with brand messaging and elevate user experience, resulting in a 40% increase in website traffic
- Conduct market research to understand industry trends, competitor activities, and customer needs
- Oversee multiple marketing projects simultaneously, ensuring timely execution, resource allocation, and the successful achievement of campaign objectives

Lytx

Corporate Marketing Coordinator

San Diego, CA

December 2020 - November 2021

- Created impactful social media content, generating over 500K engagements and increased followers by 4.5K+ across all channels
- Managed Lytx's social media channels, including scheduling content and engaging with communities
- Used Sprout Social's analytics to optimize content and continuously revise strategy
- Coordinated weekly blogs, subsequently increasing organic site traffic by 60%
- Published and improved website content, keyword relevancy, and branding to achieve high SEO
- Performed the monthly campaign cost input of Facebook, Bing, and Google using Marketo

Marine Corps Recruit Depot Museum

Digital Marketing Coordinator

San Diego, CA

July 2018 - March 2020

- Created the social media marketing strategy, which increase revenue growth by 80% through the online store and gift shop
- Managed social media campaigns on Facebook, Instagram, and Twitter, which resulted in increased audience interaction by 50%, and 2K+ followers
- Tracked and analyzed digital ads using Facebook Ads Manager and developed new strategic opportunities

SKILLS & CERTIFICATIONS

Programs: Sprout Social, Hootsuite, Marketo, Active Campaign, Asana, Dynamics 365, Salesforce, Business Manager on Meta, Google Analytics, Google Ads, Adobe Illustrator, Adobe Indesign, Canva, Microsoft Word, Microsoft Excel, Microsoft Outlook, and Microsoft PowerPoint

Certifications: Google Analytics Certification, Grow with AI: Your AI-driven Growth Marketing Strategy, Gen AI for Digital Marketing Specialist, Social Media Marketing: Strategy and Optimization (LinkedIn), and Hubspot Content Marketing Certified

EDUCATION

California State University-Monterey Bay

May 2019

Master of Business Administration

- Courses: Marketing Management, Product Innovation Management, Business Writing, Business Analytics

California State University-San Marcos

May 2013

BA in Political Science/Minor in Sociology