

MARINA MENDEZ



EXPERIENCE:

142 Productions

Social Media Manager + Content Writer

September 2016 – Present

Brainstorm, draft, and schedule social media posts to keep accounts up to date and optimize engagement

Build a consistent content schedule and voice for 142 Productions

Write content for company blog and newsletter

Create ad campaigns in Facebook Business Manager to grow 142 Productions' audience and increase their social media reach

Use analytics to determine the effectiveness of social media promotions

Center for Student Involvement – USF

Executive Director

May 2015 – May 2016

Managed a budget of \$218,000

Researched, booked, and coordinated speakers for the University Lecture Series, and liaise between the university and the agencies

Executed offer letters and contracts between the university and speakers

Demonstrated leadership skills in order to effectively manage a board of students to implement scheduling, marketing, and campus outreach for ULS

Managed schedule and logistics for day-of event

VaynerMedia

Social Media Ad Agency – client roster includes Fortune 100 & Fortune 500 brands

Production & Delivery Intern

June 2015 – August 2015

Coordinated pre-production duties and managed creative resources during content lifecycle

Brainstormed concepts, assisted with on set management during photo shoots (including prop and resource management), and ensured client delivery

Routed all projects through the appropriate channels and maintained organization of all creative files

Participated in mock project with other interns to pitch social media services to the new business team

Center for Student Involvement – USF

Program Director

June 2014 – May 2015

Coordinated audition process for student talent showcase

Communicated with vendors to organize a carnival to serve a student body of 47,000

Collaborated with board members to implement theme and market events

INVOLVEMENT:

Advertising Club

University of South Florida

August 2013 – August 2015

Ad 2 Tampa Bay & American Advertising Federation member

Participated in trainings and mock advertising campaigns

Worked with mentor through Ad 2 Tampa Bay Mentorship Program:

Carl Vervisch—President & Creative Director, Social Forces

Learned Photoshop and Illustrator to intermediate level

EDUCATION:

Bachelor of Arts Degree, 2016

Major: Mass Communications | Focus: Public Relations & Advertising

Honors College Thesis | Twitter in the Music Industry: Fan Engagement and its Influence on Artists' Ranking

University of South Florida, Tampa, FL

Associate of Arts Degree, 2013 | dual enrolled during high school

Brevard Community College, Palm Bay, FL

INTERESTS:

Coffee
Photography
Music
Healthy Lifestyle

SKILLS:

Social Media
Blogging
Project Management
AP Style

SOFTWARE:

Photoshop
Illustrator
InDesign
Premiere Pro

LOCATION:

MELBOURNE, FL

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