

MARINA MENDEZ

Phone: (321) 759-3692

Melbourne, FL

Email: marinamendez94@gmail.com

Portfolio: www.mendezmarina.com

Experience

SOCIAL MEDIA MANAGER + CONTENT WRITER | SEP 2016 - PRESENT

142 Productions, Palm Bay, FL

- > 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 and their social media clients.
- > 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.

STUDENT EVENT PLANNER (EXEC. DIRECTOR) | JUNE 2014 - MAY 2016

USF Center for Student Involvement, Tampa, FL

- > Managed a budget of \$218,000.
- > Researched, booked, and coordinated speakers for the University Lecture Series, and liaise between the university and 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.

PRODUCTION & DELIVERY INTERN | JUNE 2015 - AUG 2015

VaynerMedia, New York, NY

- > Coordinated pre-production duties and managed created resources during the 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 team of interns to pitch social media services to the new business team.

Education

BACHELOR OF ARTS DEGREE | AUG 2013 - MAY 2016

University of South Florida, Tampa, FL

Major : Mass Communications | Focus : Public Relations

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

Skills

Design Software: Adobe Photoshop, Adobe Lightroom, Canva

Social Media Tools: Wordpress, Hootsuite, Google Analytics

Administrative Applications: Microsoft Word, Excel, PowerPoint, Trello, Assembla, QuickBooks

About Me

Interests:

Coffee
Fitness
Skincare
Music

Instagram:

@marinamendez
@glowstandard