

# LUCIA HERRERA

## MARKETING SPECIALIST

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### EDUCATION

**FASHION INSTITUTE  
OF TECHNOLOGY**  
New York, NY

B.S. IN ADVERTISING  
AND MARKETING  
COMMUNICATIONS  
2015 - 2019

### SKILLS

#### // PROFESSIONAL

Project Management  
Copywriting  
Public Relations  
Social Media  
Editorial  
Digital Marketing  
Web Design  
Market Research  
Video Editing  
SEO  
Customer Service  
Creative Problem-solving

#### // TECHNICAL

Microsoft Suite  
Adobe Creative Suite  
Basic HTML/CSS  
WordPress  
Salesforce  
Hootsuite  
Google Analytics  
Act-On  
Marketo  
Asana  
Camtasia  
Mac & PC Systems

### PROFESSIONAL EXPERIENCE

**Content Marketer** *TrueAccord | Austin, TX | March 2022 - April 2023*

- Developed content topics and campaigns that aligned with company goals and objectives
- Created and distributed high-quality content across multiple channels, including the company website and social media profiles
- Planned, executed, and tracked email marketing campaigns to drive engagement and conversions
- Wrote compelling copy for organic and paid social media, web, blog, and marketing collateral
- Created multimedia content such as videos and podcasts to enhance the overall user experience

**Digital Marketing Associate** *INT, Inc. | Houston, TX | January 2020 - Present*

- Prepared marketing and advertising strategies to promote the company's products and services
- Created website content, including blog posts, to engage with the target audience and drive traffic to the company's website.
- Produced content such as ebooks, whitepapers, case studies, videos, and infographics to educate and inform the target audience and generate leads.
- Planned, published, and monitored email marketing campaigns to drive engagement and conversions.
- Conducted keyword and demographic research to inform contextual advertising and targeting strategies.

**Creative Marketing/Production Intern** *Wilhelmina Models | New York, NY | April 2019 - Dec 2019*

- Assisted with planning and execution of events and productions, including coordinating logistics and managing timelines
- Conducted market and brand research to inform creative strategy and campaign planning
- Conducted photographer and influencer research to identify potential collaborators
- Produced written and visual content, including social media videos, to support marketing and branding initiatives
- Helped manage online communities, including moderating social media channels and engaging with followers

**Marketing & Partnerships Coordinator** *Routinely | New York, NY | Feb. 2019 - June 2019*

- Conducted research on vendors and market trends to inform marketing and partnership strategies.
- Developed original copy for social media, website, and email campaigns to engage with the target audience.
- Managed community presences and executed field marketing initiatives to increase brand awareness and generate leads.

**Product Copy Intern** *Moda Operandi | New York, NY | Aug. 2017 - Dec 2017*

- Wrote product descriptions for Moda Operandi's luxury fashion and retail products
- Conducted research on brands, designers, and products to ensure accurate and compelling copy
- Gained experience in luxury retail, e-commerce, and studio operations

**Marketing Intern** *Inclan Studio | Houston, TX | June 2017 - Aug. 2017*

- Developed and executed PR and marketing campaigns to promote the brand's products and services.
- Managed the brand's social media accounts, including content creation and engagement with followers.
- Wrote copy for advertisements, including print and online media.
- Created visually appealing lookbooks, brochures, and handouts to showcase the brand's products.
- Improved the brand's website by refining the design and user experience.