

Carlos Hernandez

Remote ♦ (813) 407-0550 ♦ carloseats@gmail.com

SUMMARY OF QUALIFICATIONS

I am a content creator and journalist with over 13 years of experience in the industry. I work as a Marketer, Newsletter Curator, Content Creator, Social Media Manager, and Freelance Writer for various outlets including Patch News, Creative Loafing, and others. I am seeking a role where I can apply my creativity, writing skills, social media, and quick-learning skills.

EMPLOYMENT HISTORY

Renal Care 360°

Nov 2022-Present

Social Media Manager

- ♦ Manage social media channels (Facebook, LinkedIn, Instagram, TikTok)
- ♦ Write press releases and blog posts for company information spread
- ♦ Connect with doctors and healthcare industry professionals for social media content and growth
- ♦ Create graphics and flyers using GIMP and Canva, videos with Kapwing

Bacon Jam Media

May 2013-Present

Social Media Strategist, Owner

- ♦ Manage client social media channels (Facebook, Twitter, Instagram, Pinterest, LinkedIn)
- ♦ Organize events to help boost client presence and revenue
- ♦ Connect with bloggers and influencers to increase client brand awareness on the internet
- ♦ Write press-releases and blog posts to help client media presence and generate web traffic
- ♦ Create graphics and flyers using Adobe Photoshop and Canva
- ♦ Track client social media analytics using Bitly, Facebook Insights, Buffer, etc.

Patch.com

August 2019-Present

Contributing Writer

- ♦ Write and deliver high quality articles covering local businesses, restaurants, city news, and more
- ♦ Over 100 articles written to website
- ♦ Writer for daily e-mail newsletters including the Tampa Daily, Orlando Daily, Miami Daily, and previously the Houston Daily

NewsBreak

December 2020-Present

Freelance Contributor

- ♦ Contribute news stories about Tampa, Orlando, and San Francisco
- ♦ Over 1 million impressions and over 35,000 views on articles through the NewsBreak
- ♦ Reached over 1,000 subscribers to contributor profile

Brisk Coffee Roasters

August 2019-August 2021

Vice-President of Marketing

- ♦ Manage client social media channels and sister brand 22nd Street Coffee (Facebook, Instagram, LinkedIn)
- ♦ Track client social media analytics using Bitly, Facebook Insights, Buffer, etc
- ♦ Utilizing Microsoft office for reports
- ♦ Write e-mail marketing campaigns using Mailchimp and produce analytics reports
- ♦ Reputation Management on Google, Yelp, TripAdvisor
- ♦ Blogger and Media outreach

EDUCATION

University of South Florida

August 2008 – May 2014

Major: International Studies B.A.

- ♦ Achievements: Founder & President of the Japanese Club; Bulls Business Network; Corporate Mentor Program member; Foodies Club Founder
- ♦ Courses taken: Professional Writing, Business Law, Basic Marketing, Principles of Management, International Management, International Marketing, Computers in Business, Microeconomics, Macroeconomics, Public Speaking, Japanese (Level VI)