

Carlos Hernandez

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SUMMARY OF QUALIFICATIONS

Dedicated and results-driven Social Media Manager and Marketer with a proven track record of developing and implementing successful social media campaigns for 10+ years in diverse industries. Skilled in creating engaging content, growing online communities, and driving brand awareness. Proficient at analyzing data to optimize strategies and deliver measurable results. Passionate about staying updated with the latest trends, platforms, and tools.

EMPLOYMENT HISTORY

Renal Care 360°

Nov 2022-March 2024

Social Media Manager

- ◆ Lead and manage social media channels (Facebook, LinkedIn, Instagram, TikTok, YouTube).
- ◆ Develop and execute comprehensive social media strategies, resulting in a 100% increase in overall follower base.
- ◆ Track and analyze key performance indicators (KPIs) for social media campaigns, including engagement rate, click-thru rate, website traffic, and other important metrics to measure company growth using Facebook Insights, YouTube Analytics, and TikTok Analytics.
- ◆ Write press releases and blog posts for company information spread.
- ◆ Create graphics and flyers using GIMP and Canva, videos with Kapwing.

Bacon Jam Media

May 2013-Present

Social Media Strategist, Owner

- ◆ Lead and manage client social media channels (Facebook, Twitter, Instagram, Pinterest, LinkedIn, TikTok, YouTube).
- ◆ 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, YouTube Analytics, and TikTok Analytics.

Patch.com

August 2019-Present

Contributing Writer

- ◆ Write and deliver high-quality and researched articles covering local businesses, restaurants, city news, and more.
- ◆ Over 100 articles written on website and over 900 newsletters sent with a 50%+ open rate.
- ◆ Write daily e-mail newsletters including the Tampa Daily, Orlando Daily, Miami Daily, and the Houston Daily.

NewsBreak

December 2020-Present

Freelance Contributor

- ◆ Contribute news stories about Tampa, Orlando, Miami, 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

- ◆ Lead and manage Brisk Coffee social media channels and sister brand 22nd Street Coffee (Facebook, Instagram, LinkedIn).
- ◆ Track social media analytics using Bitly, Facebook Insights, and FBuffer.
- ◆ Write e-mail marketing campaigns using Mailchimp and produce analytics reports using Microsoft Excel.
- ◆ Blogger and Media outreach with focus on earned media in local tv stations and online outlets.

EDUCATION

University of South Florida

August 2008 – May 2014

Major: International Studies B.A.

- ◆ 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)