Hazel Valenzuela

South San Francisco, CA | (650) 438-7056 | hazelnvalenzuela@gmail.com |
linkedin.com/in/hazel-valenzuela-aa889225a

SUMMARY

Results-driven digital marketer with expertise in boosting KPIs through content creation, social media management, influencer partnerships, and email marketing.

EDUCATION

MA in Communication   **Graduated December 2024**
Arizona State University   *(October 2023 - Dec 2024)*

BA in Global Arts Studies   **Graduated Spring 2020**
University of California, Merced   *(August 2016 - May 2020)*

EXPERIENCE

Earn Better   **San Francisco, CA (remote)**
Part-Time Social Media Coordinator   *(October 2024 - **current**)*

- Garnered 250K+ views on TikTok with a video produced as part of a campaign promoting Earn Better.
- Designed and produced compelling, share-worthy video content and copywriting using optimal strategies.
- Lead and managed EarnBetter's new "Work From Home" TikTok channel.

Klotho Skin   **San Francisco, CA (remote)**
Social Media Marketing Intern   *(April 2024 - October 2024)*

- Boosted KPI impressions by 26.9% by creating engaging infographics, reels, and copywriting.
- Led influencer outreach and partnerships, driving increased brand visibility.

San Francisco Frozen Film Festival   **San Francisco, CA (remote)**
Lead Web and Social Media Marketing Coordinator Intern   *(June 2024 - August 2024)*
                                                                                    (June 2023 - August 2023)

- Designed promotional infographics and videos, increasing visibility to our target audience.
- Managed email campaigns and conducted email outreach to successfully foster partnerships.

Minted   **San Francisco, CA (remote)**
Seasonal Customer Service Representative   *(Oct. 2022 - Jan. 2023)*

- Successfully addressed customer inquiries and processed refunds using Salesforce CRM and Five9.

CERTIFICATIONS

"SEO (Search Engine Optimization) Certification"   *(November 2024)*
Hubspot Academy Certification

"Social Media Marketing Certification"   *(August 2024)*
Hubspot Academy Certification

SKILLS

Canva | Planoly | Salesforce | Constant Contact | G-Suite | Adobe Premiere | Asana | Content Creation | Excel