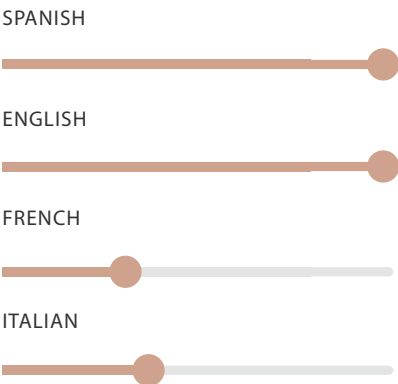




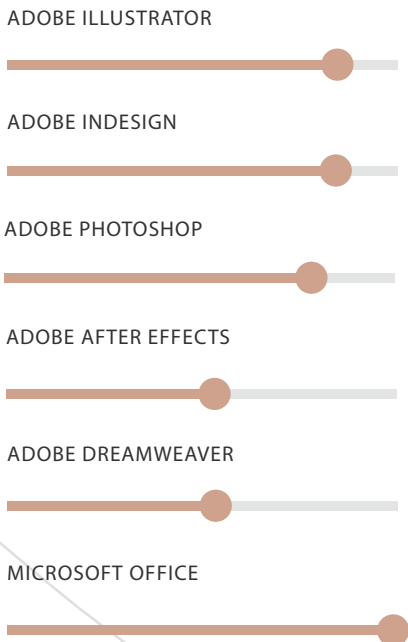
MARIA ALEJANDRA HERNANDEZ

Student in Marketing and Graphic Design

LANGUAGES



SKILLS



EDUCATION


Assumption University - Worcester, MA
Bachelor of Arts, Majors: Marketing and Graphic Design
May 2021 | “Dean’s List” (All semesters) | GPA: 3.93/4.0


EXPERIENCE

- Bilingual Editor and Marketing Intern**
Bayard Inc., Worcester, MA | 2019–Present
- Translate student handbooks and parent teaching guides
 - Create email marketing campaigns for events such as National Hispanic Heritage Month, Thanksgiving, and Cyber Monday
 - Design banners for email newsletters and sales
- Marketing and Graphic Design Intern**
Domino’s, Dominican Republic | Summer 2019
- Helped plan events such as “Summer with Domino’s” by making surprise gift kits for the kids
 - Designed template for birthday invitations and birthday plans brochure
 - Assisted in photoshoots for social media posts
 - Created advertising campaigns using Facebook Business
- Student Assistant/Work-Study | Institutional Advancement Office**
Assumption University, Worcester, MA | October 2018–May 2019
- Student Ambassador in Annual President’s Dinner
 - Designed brochures, postcards, videos, and flyers for Alumni Reunion event
 - Assisted and helped plan Alumni events by contacting the University’s Alumni
- Organizational Communication Intern**
Grupo Ramos, Dominican Republic | Summer 2018
- Created advertising briefs for social media posts
 - Scheduled social media posts

 hmariale@gmail.com

 508 904 8869

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 [mariaalejandrahernandez.my-portfolio.com](https://mariaalejandrahernandez.myportfolio.com)

CERTIFICATES

GOOGLE ANALYTICS

HUBSPOT E-MAIL MARKETING

LYNDA.COM:

- PHOTOSHOP CC 2014 FOR WEB DESIGN
- MOODBOARDS FOR WEBDESIGNERS
- WEB DESIGN: EFFICIENT WORKFLOW
- MAKING SENSE OF THE CSS BOX MODEL

WORK REFERENCES

ERIKA RAMOS DE URQUIDI

Bilingual Editor,

Bayard, Inc.

254-717-1309

erika.deurquidi@bayard-inc.com

ALVARO MARTINEZ

Domino's Marketing Department,

Dominican Republic

849-451-3033

a.martinez@dominos.com.do

AMY LOGUE

Institutional Advancement,

Assumption University

781-910-6512

alogue@assumption.edu

ACTIVITIES

Latin Dance Team

Assumption University, Worcester, MA

Public Relations Executive | August 2020-Present

Co-President | August 2019-May 2020

Public Relations Executive | August 2018-May 2019

Club Member | August 2017-May 2018

Greenhounds Club Member

Assumption University, Worcester, MA | August 2019-May 2020

"GAME" Marketing Club Member

Assumption University, Worcester, MA | August 2019-December 2019

African Dance Club Member

Assumption University, Worcester, MA | August 2018-May 2019

ACTV News Club Member

Assumption University, Worcester, MA | August 2017-May 2018

VOLUNTEER

SERVE UP | Community Service

Assumption University, Worcester, MA

Houston, Texas | Springbreak 2019

Baton Rouge, Louisiana | Springbreak 2018


Goddard Center Summer Program Volunteer

Ardmore, Oklahoma | Summer 2018


Urban Air Summer Program Volunteer

Ardmore, Oklahoma | Summer 2018

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