

# HERNANDEZ karli

## MARKETING & BRAND STRATEGY

karlih104@gmail.com

Karli Hernandez Portfolio

Chandler, AZ

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### PERSONAL STATEMENT

Versatile marketer with a background in hospitality and customer service, skilled in content creation, visual branding, and social media management. Analytical team player with strengths in communication and leadership.

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### RECENT PROJECTS

#### **Thesis Project:** Sip Back Tailor & Coffee Shoppe

- Develop a business plan and marketing campaign for an inclusive and sustainable brick and mortar retailer that serves coffee.
- Create an engaging marketing campaign that will create brand awareness and generate revenue.
- Used market, consumer, location research and financial planning to establish a business plan.
- Used Adobe In-Design, Adobe Illustrator, Adobe Photoshop, and Canva to create branded collateral.
- Used Wix.com to develop website

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### WORK EXPERIENCE

#### **Staff Accountant Castle Hot Springs (2021)**

- Responsible for bank reconciliation, check runs, data entry.
- Supported the Director of Finance with daily responsibilities.

#### **Social Media Manager Radiant Marketing (2020)**

- Managed the accounts of various health and wellness brands across several social media platforms.
- Worked closely with the Marketing Director to create posting schedules and set up Google Analytics to measure weekly and monthly metrics to ensure marketing goals were met.

#### **Group Reservation Coordinator Classic Hotels (2018-2019)**

- Organized reservations for conferences & events attendees for six hotel properties. Communicated with event coordinators on client billing & contracts

#### **Reservation Sales Agent Classic Hotels (2016-2018)**

#### **Sales Associate Dillard's Department Store (2015-2016)**

#### **Sales Associate Forever 21 (2013-2014)**

#### **Operations Manager Andrew Stevens Collection (2012-2013)**

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### EDUCATION

#### **MFA Marketing & Branding**

Academy of Art University  
San Francisco, CA (2019-Present)

Courses include Market Research, Global Marketing, Product Sourcing & Assortment Planning, Visual Merchandising

#### **BA Marketing**

Art Institute of Phoenix  
Phoenix, AZ (2009-2012)

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### KEY ABILITIES

#### **Marketing**

Content creation, consumer & trend research, visual branding, digital marketing, social media

#### **Hospitality**

Client management, vendor relations, office administration, accounting & billing

#### **Technical Tools**

Adobe Illustrator, Photoshop, InDesign, XD, Streamlabs Video Editing, Microsoft Office, Google Suite, Meta Business Suite, Canva