

CHRISTINA K. HERMAN

• marketing and communications professional •

MORE ABOUT ME

Enthusiastic and innovative marketing and communications professional with eight years of experience developing and implementing marketing and public relations campaigns for nonprofits, startups and food and beverage companies, resulting in tremendous growth in reach and turning followers into dollars.

TECHNICAL SKILLS

- Social Media Marketing (Facebook, Instagram, LinkedIn, Twitter, YouTube)
- Adobe Design Suite
- Scheduling software, including Hootsuite and Tweetdeck
- Email Marketing (Constant Contact, MailChimp and Vertical Response)
- Wordpress, Sitecore and Drupal Content Management Systems
- Video Production and DSLR Photography
- Cision and Meltwater
- HTML and CSS
- Basecamp and Asana
- Google Analytics and Paid Ads
- AP Style and Chicago Manual of Style

EDUCATION & CERTIFICATIONS

University of California, Santa Cruz

BA in Literature and Language Studies
Graduated June 2011

San Diego State University

Wordpress Websites Certification

HubSpot Academy

Social Media Certification

Content Marketing Certification

EXPERIENCE

Marketing, Editorial and Brand Consultant

January 2012-present

- Work with companies in the start-up, nonprofit and lifestyle industries, including Insureon, Entube Foods, Naked Hippie Snacks, Arcadia Chamber of Commerce, Red Hen Press and Suitely, to create brand identities and social media marketing strategies.
- Services have included website development, product photography and image editing, social media management, marketing material design and copywriting.
- For Insureon, I learned the Sitecore CMS in one day and contributed to a highly timely, deadline-driven blog migration project in addition to content and page creation on their new site.
- For Entube, I increased their Instagram following from 1,000 to 6,000 followers in four months and helped them to expand their product placement from one store to over 200 locations internationally.

Marketing Manager

The University Corporation at CSUN | January 2020-April 2020

- Led the marketing team of five individuals in the CSUN Dining department to create the social media calendar, manage profiles, update website content and design marketing collateral.
- In my first week, Instagram Impressions increased by 16,000 compared to the previous week and Stories received a 17% view rate.
- Mentored web development and graphic design students.
- Branding of The Orchard Conference Center and CSUN Hotel.
- Food photography and editing for marketing materials.

Marketing and Communications Coordinator

Children's Bureau | July 2017-January 2020

- Developed, designed and managed Children's Bureau's brand identity, outreach strategies, marketing materials, key messaging, websites, social media platforms and content calendars, email marketing campaigns, media relations and advertising.
- In one year, increased reach of Facebook paid ads from 1,000 to over 18,000 daily, with no increase in ad spend.
- Key team member in company website redesign, including developing RFP requirements, reviewing proposals, interviewing candidates and hiring website design firm for the project.
- Launched a Facebook video series and monthly Twitter chat to highlight the various experts at the agency, which doubled impressions on each platform and quadrupled referrals from social media to the agency's website within the first three months.
- Managed and allocated marketing budgets for events and programs.
- Spearheaded an initiative to optimize usage of and improve results on Constant Contact through A/B testing, contact list clean-up and segmentation, which reduced unsubscribe rates by 50% and increased open rate from 20% to between 30% and 50% consistently.
- Established and maintained relationships with media at local and national outlets, including Los Angeles Business Journal, Outlook Newspapers, The Daily Breeze, CBS2/KCAL9, CNN, Sunset Magazine and Modern Luxury.

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MORE WORK EXPERIENCE

Social Media and Publicity Associate

Self-Realization Fellowship | October 2015-July 2017

- Promoted all aspects of the Self-Realization Fellowship international organization, including film, books, events and public speaking tours via press releases, site tours and social media.
- Obtained media coverage in the Washington Post, Yoga Journal, Lonely Planet Traveller, Bustle, Thought Catalog, Los Angeles Magazine, Vice News, Culture Trip, LUXURY magazine and The Pasadena Quarterly.
- Under my supervision, the Awake film's Facebook engagement grew exponentially, with posts frequently reaching over 55,000 people and 50 shares, and Instagram followers increased by 400%.

Contributing Writer and Editor

Print and Digital Publications | January 2011-October 2015

- Pitched, wrote and fact-checked articles on the topics of arts, entertainment, travel and tourism for print and digital outlets, including Good Times Weekly, Pasadena Magazine, Boulevards New Media, Gayot.com, Examiner.com and TakePart.com.
- Spearheaded an article series for LosAngeles.com called LA, Her Way for which I interviewed and profiled the city's notable individuals, including Sprinkles Cupcakes' Candace Nelson and Katherine Schwarzenegger.
- Managed LosAngeles.com's Facebook account and increased CTR by 50% in the first six months.

Publicity Intern

Wagstaff Worldwide | August 2014-December 2014

- Assisted Account Supervisor with developing pitch ideas, creating media lists and writing press release for their luxury hotel clients, Ritz Carlton Los Angeles and JW Marriott Desert Springs.

VOLUNTEER AND LEADERSHIP EXPERIENCE

Blue Tie Gala Marketing Chair

Children's Bureau | July 2017-November 2019

- Develop and execute marketing and public relations strategy for event.
- Attend monthly committee meeting and report on outreach performance.
- Collaborate with marketing and PR teams at renowned hotels and restaurants, including The Beverly Wilshire - A Four Seasons Hotel, The Bazaar at SLS Hotel, David LeFevre and 71Above, for cross-promotional opportunities.
- In 2018, my strategy reached 14.6 million people and helped to raise \$400,000 at the event. Secured sponsorship by Los Angeles Magazine, saving the agency \$10,000 in marketing costs.
- In 2019, increased referrals to event page from social media by 400% with no increase in ad spend.
- Ticket sales from marketing efforts accounted for 50% of total pre-event revenue, an ROI of 16:1.

Masters of Taste Festival Marketing Chair

Union Station Homeless Services | August 2019-present

- Attend monthly committee meetings. Review all event marketing collateral and website and provide input.
- Leverage personal social media networks to spread the word about the event and increase attendance.
- Distribute postcards, flyers and business cards to local businesses and communities.