

CHRISTINA

digital & creative portfolio

HERMAN

Conrad N. Hilton Foundation

The historic international humanitarian aid and social justice foundation hired me as their digital and creative manager to develop and maintain a digital and creative strategy that strengthens, protects, and broadens the Hilton Foundation brand.

The Conrad N. Hilton Foundation faced the following challenges:

1. Unorganized and inefficient digital asset management system
2. Lack of original photography and variety of content resulting in repetitive posts
3. No clear digital strategy
4. Lack of access to authentic stories of staff and partner organizations
5. Communications team lacked partnership with programs teams and grantees
6. Content not designed or edited to fit the appropriate dimensions of each channel (for example, graphics, and videos cut off on Instagram)
7. Lack of digital and creative project management process



My Solutions

In my first six months at the Hilton Foundation, I:

1. Transitioned the digital asset management from WebDAM to Brandfolder, including negotiating pricing and contracts, collaborating with IT and the Brandfolder representative to set up the organizational structure, creating guides and training documents, and working with individuals and teams to set up collections and improve work flows
2. Updated the photo / video release form to include request consent for external use of images and videos
3. Developed and executed digital strategy, which included Instagram Reels, an overhaul of branded graphics, a social media identity guide, and collaborations with grantee organizations
4. Created monthly social media plans to streamline the management of our channels and share authentic stories of clients and staff
5. Set up a schedule of monthly recurring meetings with staff to stay current on events, messaging, and advocacy initiatives
6. Provided creative direction to all vendors to ensure that videos and graphics were designed not only in the correct dimensions, but also met brand guidelines



Hilton Prize Design Package



Union Station Homeless Services

The challenges I came across at Union Station Homeless Services included:

1. Incohesive branding across the organization's social media, printed collateral, and their website
2. Individuals across the agency produced content that was not brand-aligned
3. Lack of brand cohesion on social media (many different colors and fonts)
4. Agency not represented well on their website (incomplete or poorly designed pages lacking important information. Some pages were too text-heavy)

Employment Opportunities

Are you looking for the opportunity to make a real difference in your community and advance a meaningful career? Union Station Homeless Services offers dynamic job opportunities, a friendly environment, and the opportunity to work alongside teammates who value dedication, integrity, and passion for our mission to end homelessness. We support our employees through on-the-job training, professional development and opportunities for growth.

Our benefits include paid vacation and holidays, sick and hospital leave, medical, dental, and vision insurance, flexible spending accounts, tuition reimbursement programs, and 403(b) retirement plans.

To apply for a position with us, please complete an online application by clicking on the **apply now** link following the position description below.

All candidates must complete an online application to be considered for employment. Resumes received by email, mail, or fax will not be considered.

We update this page as positions become available, so if you don't see something that fits your skill set today, please visit our site again soon. Thank you for your interest in employment opportunities with Union Station Homeless Services.

Union Station Homeless Services (USHS) is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to their race, color, religion, genetic information, national origin and ancestry, sex/gender, sexual orientation, gender identity and expression, age, mental or physical disability, marital status, pregnancy, military and veteran status or medical condition.

Applicants may make a reasonable accommodation request for these opportunities by contacting the USHS Human Resources via email at hr@unionstationhs.org.

The following opportunities are currently open:

On- Call Security Posted June 10, 2020

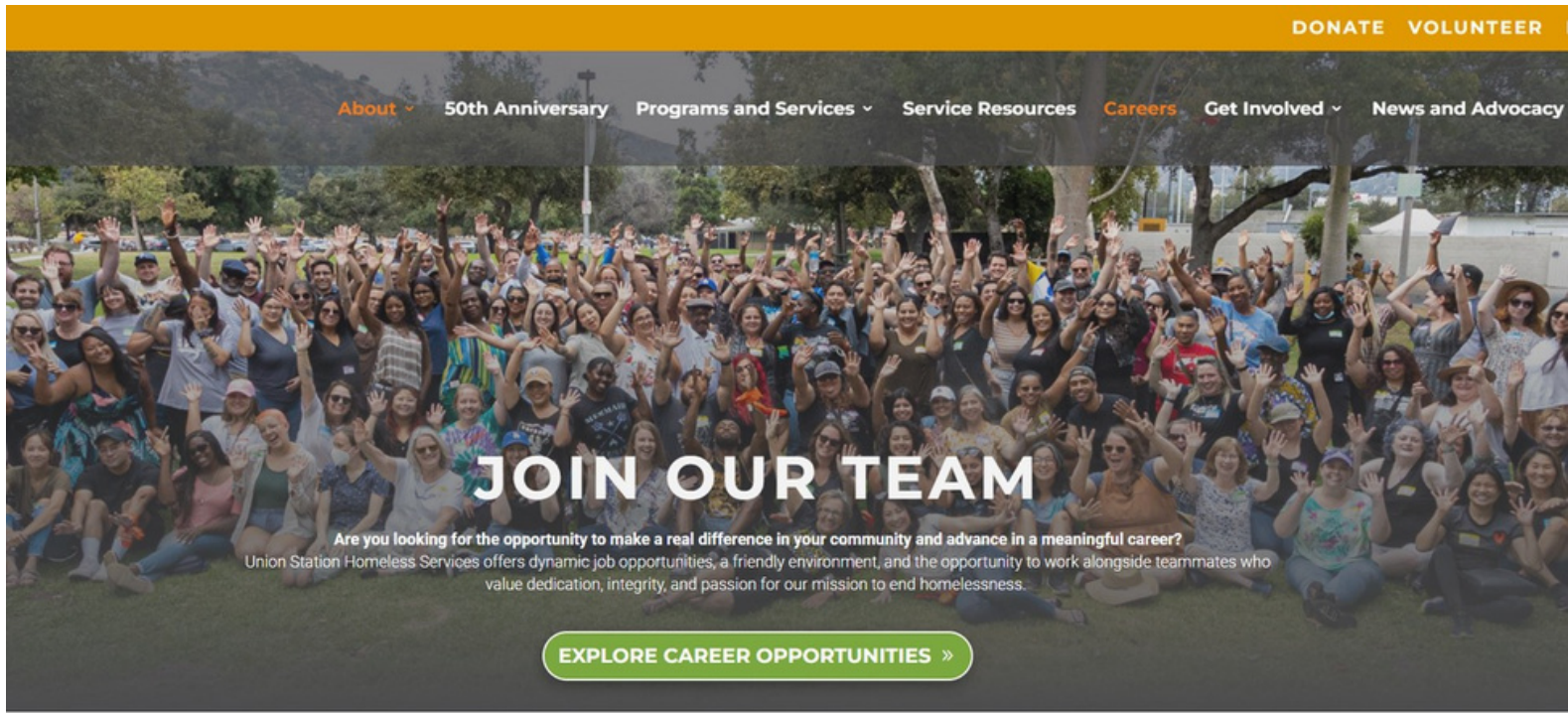
The On-Call Security Guard fills open shifts (evenings, nights, and weekends) due to absences by regular staff and is generally expected to be available on short notice if needed. The On-Call Security Officer ensures a safe environment for the staff, clients of and visitors to USHS. This position provides for the general welfare and safety of all persons who visit the facility or its grounds and promotes positive relationships with neighboring businesses and organizations. The On-Call Security Officer assists residents and patrons in accessing Union Station day services and provides information and referrals. [Learn more](#)



My Solutions

In my time at USHS, my solutions to their challenges included:

- 1. Creating a Marketing and Communications Style guide that outlines in detail the fonts, colors, and logos everyone in the agency should use in their outreach
- 2. Setting staff up on a Canva for Nonprofits team so they can more efficiently access branded assets and collaborate
- 3. Enhancing the social media strategy to be more cohesive, brand-aligned, and centered on sharing authentic stories of clients and staff
- 4. Redesigning the website to be more visually appealing and user-friendly. The new website featured improved functionality and SEO



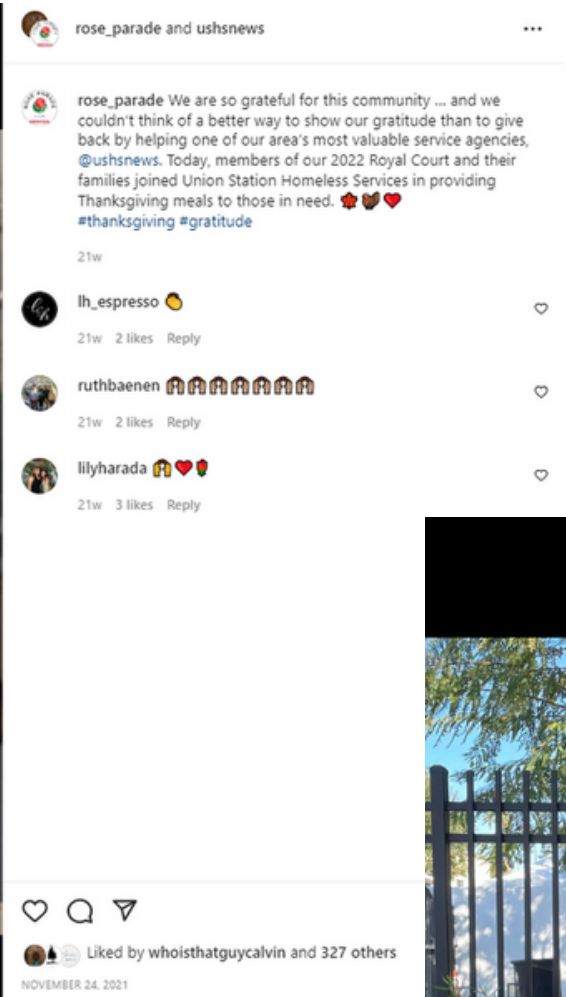
YOU CAN BE PART OF THE SOLUTION.

Union Station Homelessness Services has been serving our community for almost 50 years. Recently expanding into El Sereno and Eagle Rock, we are the lead county agency for Service Planning Area 3 (SPA 3), coordinating homeless services in 36 communities, with a combined population of over 1.5 million across the San Gabriel Valley. Our mission is recognize the inherent value, dignity, and humanity of the people we serve. Together with them, we work to



Social Media Strategy

In August 2020, social media was not being used to its full potential and much of the functionality was left untapped. My strategy included adding video content (posting Instagram Reels and starting a TikTok account); establishing a brand identity and creating a cohesive Instagram feed; and partnering with influential supporters for collaborations and cross promotions to increase reach and engagement.



Thank You!

christinaherman.com/portfolio

christinakherman@gmail.com

818.445.8393