

# CHRISTINA HERMAN

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🌐 www.christinaherman.com/portfolio

🏠 Los Angeles

## ABOUT ME

With over 10 years of experience in marketing, seven of them in management roles at nonprofit organizations, I have a proven track record of inspiring support and action through brand storytelling and creative campaigns in the digital space. My breadth of work includes strategy development, inbound marketing, graphic design, and website management. By staying current on and utilizing the latest technologies and trends, I achieve the greatest positive impact.

## EDUCATION & CERTIFICATIONS

**University of California, Santa Cruz** | Bachelor's Degree in Modern Literature and Language Studies in Spanish

**San Diego State University, 2019** | Wordpress Websites Certification

**Hubspot Academy, 2022** | Digital Marketing Certification & Social Media Certification

## SKILLS

- Adobe Creative Cloud:
  - Illustrator
  - InDesign
  - Photoshop
  - Premiere Pro
- Canva
- DSLR Photography
- Wordpress
- Drupal
- Weebly
- HTML
- CSS
- Google Analytics
- Facebook
- Instagram
- LinkedIn
- Pinterest
- TikTok
- Twitter
- YouTube
- Scheduling Software
- Paid Ads
- Constant Contact
- Vertical Response
- Mailchimp
- Fundraise
- Chicago Manual of Style
- AP Stylebook
- Cision
- Meltwater
- Raiser's Edge NXT
- Blackbaud

## EXPERIENCE

### Print and Digital Marketing Manager | August 2020 to Present *Union Station Homeless Services*

- Develop and execute the agency's brand and marketing strategy, including social media and inbound marketing, website management, and graphic design of print and digital collateral (annual report, event marketing materials, social media posts, infographics, brochures, and direct mail)
- Work with Cause Inspired Media to develop an SEM and SEO strategy and optimize usage of our Google Grant funds, increasing paid search acquisition from 278 visitors in July 2020 to over 10,800 visitors in April 2022
- Utilize the Fundraise and Givesmart fundraising and donor relationship management software to create giving forms, campaign pages, and auction sites
- Collaborate with C-suite executives to ensure successful development of collateral and external communications
- End-of-year marketing campaign in my first year surpassed our fundraising goals by \$600,000
- Led website redesign project, which included crafting user experience and redesigning the site on Wordpress; optimizing the content on each page for search engines, mobile users and ADA compliance; and presenting progress at stakeholder meetings. The project was completed three months ahead of schedule and saved the organization \$30,000 in consulting costs.
- Marketing lead for three annual fundraising events, including the Masters of Taste, which brings together over 100 Culinary, Beverage and Sweet Masters and 3,000 attendees in Los Angeles. My responsibilities include designing hundreds of print and digital materials for the event using Adobe Illustrator, Photoshop and InDesign, promoting the event via social media and eblasts, delegating tasks to staff and volunteers, and updating the event website weekly

### Marketing, Brand and Web Consultant | January 2012 to Present

- Work with start-ups, small businesses, and nonprofits, including IGV Law, Entube Foods, Red Hen Press, and Naked Hippie Snacks, to create brand identities, redesign websites with SEO, and develop marketing strategies
- For IGV Law, I redesigned their website and optimized the content for Google. Visits to the site from organic search increased by 900% in the two months following my redesign and SEO work
- 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
- For Naked Hippie Snacks, I led a complete rebrand of the company, including redesigning their website and packaging and working with an artist to design a new logo. The rebranding enabled the company to get their product placed in the largest local natural food chain in Los Angeles and begin selling product nationwide

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## EXPERIENCE, CONTINUED

### Marketing Manager | January 2020 to April 2020

#### *The University Corporation at California State University, Northridge*

- Led the marketing team of five at The University Corporation of CSUN (the nonprofit fundraising department of the university) to create and execute the social media calendar, update website content and design marketing collateral
- In my first week, Instagram Impressions increased by 16,000 compared to the previous week

### Marketing and Communications Manager | July 2017 to January 2020

#### *Children's Bureau of Southern California*

- Developed and implemented inbound marketing campaigns, media relations and advertising strategies for the agency's locations, programs and fundraising events, including designing marketing materials, webpages and social media content
- Managed a \$32,000 marketing budget split between advertising for the entire agency and marketing for each event
- Facebook paid ad strategy increased daily reach from 1,000 to over 18,000, with no increase in ad spend
- For the annual Blue Tie Gala:
  - my marketing and advertising 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
  - 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
- Led a team of three to execute marketing and communications strategies
- 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 LA Business Journal, Outlook Newspapers, The Daily Breeze, CBS2/KCAL9, CNN, Sunset Magazine and Modern Luxury

### Publicity and Social Media Associate | October 2015 to July 2017

#### *Self-Realization Fellowship*

- Promoted all aspects of the Self-Realization Fellowship international organization, including film, books, events and public speaking tours via press releases, pitches, site tours and social media
- Obtained media coverage in the Washington Post, Yoga Journal, Bustle, Los Angeles Magazine, Vice News, Thought Catalog, 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 for Print and Digital Publications | January 2011 to 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, and TakePart.com
- Edited manuscripts using the Chicago Manual Style for Red Hen Press and the AP Stylebook for magazines and online media
- Managed LosAngeles.com's Facebook account and increased CTR by 50% in the first six months