

CHRISTINA HERMAN

As an innovative and collaborative marketing and communications professional with over 10 years of experience, I am an expert at designing user-friendly websites and turning followers into dollars for social impact organizations and companies.

CONTACT

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www.christinaherman.com/portfolio

EDUCATION

University of California, Santa Cruz

Bachelor's Degree with Double Majors in Modern Literature and Language Studies in Spanish

CERTIFICATIONS

Wordpress Websites Certification

San Diego State University, 2019

Digital Marketing Certification Social Media Certification

Hubspot Academy, 2022

SKILLS

- Wordpress, Drupal, Weebly CMS
- Facebook, Instagram, LinkedIn, Pinterest, TikTok, Twitter, and YouTube
- Adobe Suite (Illustrator, InDesign, Photoshop, Premiere Pro) and Canva
- Scheduling Softwares
- Constant Contact, Vertical Response, and Mailchimp
- DSLR Photography
- Cision and Meltwater
- HTML and CSS
- Google Analytics and Paid Ads
- Raiser's Edge NXT and Blackbaud

EXPERIENCE

Print and Digital Marketing Manager

Union Station Homeless Services | August 2020 to Present

- Lead, develop, and execute the agency's brand and marketing strategies, including social media and email marketing, graphic design of all outreach materials (annual report, event marketing materials, brochures and direct mail), and website management
- End-of-year marketing strategy in my first year surpassed our fundraising goals by \$600,000
- Spearheaded website redesign project, including all online content development, SEO and Wordpress page UX design

Marketing, Brand and Web Consultant

January 2012 to Present

- Work with nonprofits and social impact companies, including IGV Law immigration firm, Entube Foods, and Red Hen Press to develop brand identities, redesign websites, and execute marketing strategies
- Most recently 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

Marketing Manager

The University Corporation at CSUN | Jan. 2020 to April 2020

- Led the marketing team of five at The University Corporation of California State University, Northridge 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 Coordinator

Children's Bureau of Southern California | July 2017 to Jan. 2020

- Facebook paid ad campaigns increased daily reach from 1,000 to over 18,000 people, with no increase in ad spend
- For the annual Blue Tie Gala:
 - 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
 - Increased referrals to event page from social media by 400% with no increase in ad spend
- Key team member in company website redesign, including developing RFP requirements, reviewing proposals, interviewing candidates and working with the firm to complete the project
- Wrote and published content weekly on the Wordpress-based site

Publicity and Social Media Associate

Self-Realization Fellowship | October 2015 to July 2017

- Obtained media coverage in the Washington Post, Yoga Journal, Bustle, Los Angeles Magazine, Vice News, Culture Trip, and LUXURY magazine