

Brigeda Hernandez

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[LinkedIn](#)

[Writing Portfolio](#)

relevant work experience

Self

Freelance Writer

November 2021-Present

Currently writing articles and posts for bestcellphoneplans.net and the Carvana blog. Inquire within.

informXL

Marketing Associate

November 2021-Present

Assist in developing marketing strategy, develop copy for email campaigns, blog posts and social media posts. Edit videos for YouTube channel and company website. Developed company newsletter, planned an awesome team retreat.

Bornbir

Marketing Strategy Specialist (Internship)

July 2020-December 2020

Worked with a startup that focuses on helping new and expecting parents find resources in their area. I assisted in managing social media accounts, creating content, and outreach.

Lifecycle Insights (Contract Role)

Writer

January 2019-June 2019

Wrote blog posts, newsletters, ebooks, reports, and copy for website campaigns. Ghost wrote, edited, and proofread content. Made updates to website.

Enola Labs

Marketing Assistant

July 2018-October 2018

Wrote promotional content including internal blog posts, guest blog posts, and social media posts (Facebook, Twitter, LinkedIn). Optimized website content for search engines and worked on link building to boost website ranking.

Mixtape Marketing

Intern

Summer 2016

Assisted with campaign work, attended client meetings, and helped update client websites.

skills

Content Writing

SEO Writing

Blogging

Social Media Marketing

Adobe Photoshop/InDesign

Customer Service

Coffee Drinking

outside interests

Mixed Martial Arts

Drawing

Photography

Creative Writing

Scuba Diving

education

Texas State University

2016-2017

San Marcos Campus

BS Advertising

Dean's List Spring 2016, Fall 2017

University Star Senior News Reporter

Ad Club

Non-Traditional Student Organization

Academy of Art University

2012-2014

San Francisco, CA

Fashion Design/Textile Design