

AZIA MENDEZ

• Digital Media Marketer •

EDUCATION

BACHELOR OF ARTS:

DIGITAL MEDIA

MINOR IN:

MASS COMMUNICATION

Graduated: FALL 2019

University of Central Florida

Orlando, FL

SKILLS

- Microsoft Office Suite
- Adobe Suite (Photoshop, Illustrator, Premiere Pro 2023, XD, Lightroom)
- Social Media management and content creation on various platforms (Instagram, Facebook, Snapchat, Wordpress, TikTok, Reel, Youtube, Vimeo)
- User Experience and User Interface (UX/UI)
- Project Management
- Video Editing
- Blogging
- Google Suite
- Buffer and Later Management Platforms
- Asana
- **Languages:** English (native) and Spanish (spoken and written)

EXPERIENCE

MARKETING COORDINATOR

Laundrylux | June 2023 - Present

- Managed marketing projects from initial concept to final execution ensuring timely and successful delivery.
- Created a range of marketing materials (including logo design, websites, mailers, door hangers, branding posters, Google listing, and social media content tailored to various client needs).
- Developed and implemented a content marketing organizational system, streamlining the management of diverse client content and improving overall efficiency.
- Designed promotional materials to boost event visibility and enhance company branding (such as flyers and postcards).
- Collaborated with team members to edit and enhance promotional materials, ensuring alignment with company branding and product messaging.
- Designed and procured business cards for employees, managing the process from design to purchase to support professional networking.
- Assisted in the creation of internal newsletters, communicating updates and announcements related to new hires and promotions of staff.
- Assisted in managing the marketing budget by tracking expenses and adherence to financial guidelines.

MARKETING SPECIALIST

Dancewear Corner | February 2020 - June 2023

- Monitored online presence of the company's brand and engaged with users, strengthening the customer relationship.
- Managed social media planning for execution of marketing strategies and community management.
- Built the foundation of an in-house marketing department.
- Connected with the local dance community and influencers to promote the company brand, products, and educational content for those within the community.
- Managed website copywriting, product reviews, and SEO on Shopify account.
- Coordinated with Marketing Content Manager to create daily/weekly push notifications.
- Created and grew Facebook Groups for exclusivity content and community growth.
- Coordinated with different departments to produce and execute Facebook Live Shows.
- Created promotional advertisements (such as flyers, display posters, insert cards, and infographics).
- Oversaw booths to promote brand at local events.
- Produced an average of 5 videos and 1 blog weekly.
- Grew the TikTok account close to 5k subscribers, average of 1,500 profile views, and 81K video views monthly in the last two years.
- Online sales have increased to 60% due to social media marketing.