

HOPE HERNANDEZ

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EDUCATION

Savannah College of Art and Design

B.F.A in Social Strategy and Management

Minors in Advertising & Branding and Business Management

GPA: 3.91

AWARDS

Savannah College of Art and Design

Dean's List 2022 – 2026

Academic Honors Scholarship

Adobe Photoshop Certified

Issued: February 5, 2024

Digital Marketing Professional Certificate

Issued: May 16, 2025

SKILLS

Adobe [Photoshop, Illustrator, InDesign, Lightroom, Premiere]

Canva | **Figma** | **Capcut** | **Procreate** | **iMovie** | **Edits**

Google [Suite, Ads, Analytics]

Microsoft Office

AI Tools [MidJourney, Firefly, Gemini, ElevenLabs, ChatGPT, CoPilot, Suno, Sora, Claude, Grok, Higgsfield]

Monday | **Notion** | **Sprout Social** | **Mailchimp** | **Meta Business Suite** | **Hootsuite** | **Wix** | **Squarespace** | **Slack** | **TikTok Studio** | **Later**

WORK EXPERIENCE

Philadelphia Phoenix | Marketing Coordinator Intern

Philadelphia, PA | Hybrid | March 2026 – July 2026

- Designed graphics and produced photo/video content for social media platforms.
- Co-managed Meta and TikTok accounts, generating 1.5M+ Instagram views, 500K+ impressions, 10% follower growth, and a 50% increase in TikTok followers.
- Wrote and distributed 2–3 weekly email campaigns through Mailchimp, driving a 10% increase in new subscribers and achieving a 12% average open rate.
- Created and maintained a content calendar to ensure consistent posting and execution.
- Collaborated with the marketing team, Ultimate Frisbee Association (UFA), and sponsors on campaigns and content strategy.
- Captured game-day content at home and away events while supporting event setup and execution.
- Ideated and developed engaging content, interactive activities, and merchandise concepts.
- Communicated with players to produce authentic and engaging media.
- Supported sponsor and micro-influencer partnerships, developed branded content, expanded campaign reach, and met sponsor requirements.
- Used Meta Business Suite, TikTok Studio, Slack, and Google Workspace to plan, schedule, and manage.
- Adhered to league-wide social media, email, and game day policies and regulations.

@SCAD 2026 | Account Manager and Creator

Remote | August 2021 – May 2026

- Launched and grew a class specific Instagram account from 0 to 3.2K followers within 1 year, serving the SCAD class of 2026 community as a centralized student resource.
- Produced and scheduled content including roommate searches, campus updates, events, bus schedules, and academic/seasonal milestones, generating 85K impressions and 15K reach within 3 months.
- Developed expertise in social media strategy, content creation, analytics, paid advertising, and community management.
- Collaborated with clubs, organizations, and students to repost and promote content.
- Executed paid promotional partnership with ThePatioApp (2021) and paid ads with Elan Savannah (2022-2023).

SCAD Social Club | Graphic Designer

Savannah, GA | Hybrid | September 2025 – April 2026

- Represented SCADsocial at university events by promoting the Social Strategy and Management major and providing educational materials.
- Partnered with board members to plan and execute events, create engaging social media content, and ensure smooth club operations.
- Created on-brand visual content that clearly communicated key information and increased Instagram performance, generating 45k reach and 125k impressions.

Next Play Basketball | Social Media Marketing Intern

Philadelphia, PA | Hybrid | January 2025 – September 2025

- Launched and managed NPB's TikTok account, developing content and strategy that generated 41K impressions, 4K reach, 1.6K likes, and 360 followers within 3 months.
- Co-managed Meta platforms, increasing followers by 400% while generating 500K impressions and 80K reach within 5 months.
- Redesigned the company website to enhance user experience, functionality, and visual appeal.
- Managed SEO, CRM, and paid advertising across Google and Meta platforms.
- Utilized Monday, Mailchimp, Google Ads and Analytics, and Meta Business Suite.
- Collaborated cross-functionally to develop and execute organic and paid social media marketing strategies.
- Collaborated with nonprofit partner Power Forward Foundation, to organize community events, youth camps/clinics, and scholarship initiatives for children in need.
- Captured photo and video content at camps, AAU tournaments, and summer leagues for social media and print/digital advertising.
- Designed digital and print advertisements and filmed and edited promotional videos for social media.