

# HOPE HERNANDEZ

## CONTACT

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## EDUCATION

### Savannah College of Art and Design

September 2022 – March 2026

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** [MidJourney, Firefly, Gemini, ElevenLabs, ChatGPT, CoPilot, Sora, Claude, Grok, Higgsfield]

**Monday** | **Notion** | **Sprout Social** | **Mailchimp** | **Meta Business Suite** | **Hootsuite** | **Wix** | **Squarespace**

## WORK EXPERIENCE

### Marketing Coordinator Intern

Philadelphia, PA | Hybrid | March 2026 – Present

- Co-managed social media accounts, creating and publishing engaging content, and sharing real-time coverage during home and away games.
- Produced dynamic and cohesive content by engaging with players, coaches, fans, and staff, while supporting sponsor activations and marketing initiatives.
- Managed, write, and distribute Mailchimp newsletters multiple times per week.
- Contributed to weekly marketing meetings for strategy, ideation, and planning.
- Assisted the Marketing Director with Media Day planning, photography support, setup, social content, and on-site logistics.

### 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 35k reach and 115k impressions.

### SCAD 2026 | Account Manager and Creator

Remote | August 2021 – April 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 all content such as campus updates, events, bus schedules, and academic and seasonal milestones, generating 75k 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).

### Power Forward Foundation | Freelance Digital Marketing

Philadelphia, PA | Hybrid | March 2025 – December 2025

- Designed social posts to aligned with marketing objectives, generating 35k impressions in 3 months.
- Produced marketing materials to increase visibility for digital and in person events and fundraisers, leading to sold out camp weeks and \$40k in scholarships and donations within 6 months.
- Captured and edited photo and video content for multi-channel distribution.
- Contributed to website design enhancements, improving functionality and overall user experience.
- Partnered with Next Play Basketball to execute collaborative events and capture and edit social media content, generating 20k views across joint campaigns.

### Next Play Basketball | Social Media Marketing Intern

Philadelphia, PA | Hybrid | January 2025 – September 2025

- Launched and managed NPB's TikTok account, developing content and platform strategy that generated 41k impressions, 4k reach, 1.6k likes, and 360 followers within 3 months.
- Co-managed Meta platforms, overseeing posting, strategy, and content creation, resulting in 300k impressions, 60k reach, and a 300% increase in followers (March - August 2025).
- Redesigned the company website to enhance user experience, functionality, and visual appeal.
- Designed digital and print advertisements and provided event coverage by capturing and editing photo and video content for multi-channel distribution.
- Managed SEO, CRM, and paid advertising across Google and Meta platforms, utilizing Monday, Mailchimp, Google Ads, Google Analytics, and Meta Business Suite.
- Collaborated cross-functionally to develop goal-aligned marketing strategies and execute ongoing organic and paid social media content.