

# Aileen Hernandez

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## Summary

Pharr, TX

Highly motivated senior marketing student seeking internship opportunities to further expand upon skills.

## Experience



### Marketing Intern

Fox Packaging & Fox Solutions

Sep 2023 - Present (6 months)

- Developed and maintained marketing calendars, aligning content, press releases, and advertising with sales goals.
- Utilized HubSpot CRM for system maintenance and created communications through newsletters, blogs, and outreach.
- Optimized HubSpot CRM for efficient data management and implemented effective communication channels.



### Marketing Plan Project

The University of Texas Rio Grande Valley

Oct 2022 - Dec 2022 (3 months)

Prepared a marketing plan from scratch for marketing a new product and service in the Rio Grande Valley. Formulated the content of each section of the marketing plan by applying marketing concepts and strategies such as SWOT analysis, Macro, and Microenvironment, Market Segmentation, Targeting and Positioning strategies, and Marketing Mix.



### Barista

Starbucks

Apr 2020 - Present (3 years 11 months)

Enthusiastic employee with skills in a team-based and independent workplace. Able to work under pressure in a fast-paced environment and efficiently deliver customized drinks to anyone's preference.

## Education



### The University of Texas Rio Grande Valley

B.B.A, Marketing

2022 - 2024



### South Texas College

Associates, Business Administration

2018 - 2021

## Licenses & Certifications

### **Content Marketing** - HubSpot Academy

Issued Jan 2023 - Expires Mar 2025

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## Skills

Microsoft Excel • Microsoft PowerPoint • Mobile Content • Time Management • Attention to Detail • Organization Skills • Spanish • Teamwork • Problem Solving • Communication

## Honors & Awards

### **Dean's List** - The University of Texas Rio Grande Valley

Dec 2022

Students qualifying for this distinction must have completed a minimum of 12 non-remedial credit hours with a grade point average of 3.5-3.9.