

Estela Hernandez

(she/hers) **Marketing Director | Events & Brand Strategist**

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SUMMARY

Results-driven Marketing Manager with over 7 years of experience in brand development, community engagement, and event execution. Known for strategic planning, cross-channel campaign management, and building lasting partnerships. Blends creativity with analytical skills to drive brand awareness and market growth, with a strong commitment to providing exceptional customer service and fostering a welcoming, inclusive environment. Skilled at leading initiatives that increase audience loyalty, participation, and community impact.

EXPERIENCE

Chiropractic Assistant | Martin Family Chiropractic

Concord, CA | April 2024 – Present

- Act as the primary point of contact for patients, providing excellent customer service and assisting with evaluations, treatment plans, and payment processing in a busy chiropractic setting.
- **Patient Relations & Communication:**
 - Translate between English and Spanish for patients and providers, ensuring clear and compassionate communication for all.
 - Educate patients on holistic healthcare treatments and options, providing motivational support to promote their wellness journey.
- **Marketing & Outreach:**
 - Collaborate on marketing initiatives, selecting outreach media options and assisting with social media content and print media.
 - Create materials that highlight the clinic's values and mission, building community awareness and engagement.
- **Administrative Support:**
 - Maintain organized and clean workspaces, assist team members as needed, and document patient encounters with attention to detail.
 - Demonstrate a proactive, self-employed mentality aligned with the clinic's core values, consistently exceeding expectations in service and support.

Marketing Director | Cutting Ball Theater

San Francisco, CA | July 2019 – April 2024

- Responsible for leading all marketing activities, including branding,

SKILLS

Design and Marketing: Adobe Photoshop, Illustrator, InDesign, Premiere Rush, UX Design, Lightroom, Typography, B2B SaaS Marketing, Mailchimp, WordPress, SEO, G-Suite, Microsoft Office, Illustration, Procreate, Photography, Event Planning

Social Media: Instagram, Facebook, Twitter, Pinterest, TikTok

Personal: Bilingual in Spanish, Multi-tasker, Copywriting, Email Marketing, Social Media Marketing, Excellent Customer Service, Attention to Detail, Time Management, Pattern Recognition, Problem-solver, Quick Learner, Project Management Experience, Event Coordinator, Works Well Independently or in a Team.

EDUCATION

Bachelor of Science in Business Administration: Concentration in Marketing
San Francisco State University, San Francisco, CA
Graduated: May 2018

print and digital marketing, email campaigns, social media management, and website content creation.

- **Strategic Campaigns & Collaboration:**
 - Collaborated with the artistic lead to develop marketing campaigns tailored to each program's brand strategy, aesthetic, and goals, ensuring cohesive storytelling and engagement across all platforms.
 - Played a key role in the theater's transition to a collective leadership model, supporting the shift through EDI initiatives and strategic planning to align marketing efforts with new organizational values.
- **Event Marketing & Sales:**
 - Orchestrated and executed sold-out events with 80–100% seat occupancy, significantly boosting audience engagement and revenue.
 - Successfully increased brand awareness and ticket sales by designing and implementing original promotional materials for shows, both online and offline, with cohesive designs using Adobe Creative Suite.
 - Grew Cutting Ball Theater's Instagram following by 40% over five years, attracting diverse new audiences to theater performances.
- **Creative Programs & Community Partnerships:**
 - Developed initiatives to showcase and sell local artists' work, including a gallery wall in the theater lobby and a unique partnership with the local Boys and Girls Club.
 - Designed a program where children as young as 8 created artwork based on each play's theme; 90% of the pieces sold, with 100% of proceeds supporting Tenderloin youth.
- **Project Management & Budgeting:**
 - Managed budgets for marketing campaigns, ensuring cost-effective media buys and timely execution across multiple channels.
 - Oversaw media contacts and coordinated with stakeholders to maintain brand consistency and maximize reach, leveraging CRM tools to enhance engagement and track campaign effectiveness.

Graphic Designer | Boxcar Theater

San Francisco, CA | May 2022 – Present

- Designed and managed branding and marketing materials for theater productions, ensuring consistent brand messaging across all digital and print platforms.
- Contributed to **sold-out performances** by designing eye-catching promotional assets, including social media graphics, posters, and advertisements.
- Collaborated closely with the communications team to deliver high-impact campaigns that drove audience engagement and

increased ticket sales.

Graphic Designer (Freelance)

June 2011 – Present

- Provided graphic design and branding services to clients across various industries, including theater, real estate, and commercial spaces.
- Developed logos, business cards, flyers, social media content, and more, aligning designs with client goals and target audiences to enhance brand recognition and reach.

Marketing Manager | The Brentwood Press

Brentwood, CA | Sept 2017 – Sept 2019

- Served as the main point of contact for clients, developing customized marketing strategies that aligned with client objectives and brand guidelines.
- Collaborated with the sales team to design client advertisements and coordinated production, ensuring timely delivery and client satisfaction.
- Successfully resolved client issues and consistently met marketing goals, fostering strong client relationships and repeat business.