

Juliana Hernandez

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EDUCATION

University of Central Florida, Orlando, FL

December 2025

Bachelor of Science in Business Administration, Marketing

Minor in Digital Media

Honors: Dean List (Spring 2023)

Cumulative GPA: 3.5

PROFESSIONAL EXPERIENCE

Target – Naples, FL

December 2022 – Present

On-Demand, Style

- Adapted to and supported the diverse needs of 4+ departments, ensuring successful achievement of daily objectives
- Performed 5+ tasks each day with precision, achieving quality outcomes that supported the department's goals
- Supported team efforts during busy hours, contributing to a seamless workflow and efficient handling of tasks

Beauty Specialty Sales

August 2022 – December 2022

- Enhanced visual merchandising strategies by implementing targeted POGs (planograms), achieving a top 5 rank nationally
- Mentored 2+ colleagues in standardized procedures for the Beauty department, resulting in smoother operations
- Addressed customer concerns by providing in-depth product knowledge, increasing positive reviews and guests' satisfaction

Cibao Grille – Naples, FL

October 2020 – August 2022

Hostess

- Oversaw 100+ customer interactions by answering calls, taking reservations and greeting them, resulting in satisfied guests
- Organized seating arrangements for 80+ customers, prioritizing their needs to ensure a satisfying dining experience
- Coordinated with colleagues to take 5+ orders, clear plates, and serve food to customers, ensuring smooth operations

MARKETING EXPERIENCE

Pegasus Promotions – Orlando, FL

October 2024 – Present

Graphic Designer

- Collaborated with team members to develop a comprehensive marketing proposal to enhance client's brand visibility
- Actively listened to company concerns to implement innovative ideas tailored to target audience, aimed at increasing sales
- Partnered with team members to brainstorm and apply strategies aimed at driving company growth and increasing sales

Women In Business – Orlando, FL

August 2023 – April 2024

Head of Marketing

- Generated and implemented marketing strategies that led to a 450+ increase in followers across a social media platform
- Produced 10+ quality marketing materials including flyers, infographics, and videos to boost engagement and membership
- Managed and curated content across social media platforms, posting over 25 pieces per month to boost brand awareness

PROFESSIONAL DEVELOPMENT

AMA UCF (American Marketing Association) – Orlando, FL

October 2024 – Present

General Member

- Developed communication and leadership skills through active participation in meetings, enhancing my collaboration skills
- Attended networking events to connect with marketing professionals and gain insights into various career paths
- Engaged in over 5 professional development workshops and networking events, enhancing my marketing knowledge

ALPFA UCF (Association of Latino Professionals for America) – Orlando, FL

January 2022 – August 2024

General Member

- Participated in professional development organizations to enhance career growth through networking and resources
- Contributed to 4+ fundraising initiatives, successfully raising funds to support club goals and foster teamwork
- Completed over 5+ workshops focused on professional and technical skills, gaining valuable insights into industry platforms

ADDITIONAL INFORMATION

Computer Skills: Microsoft Office | Google Suite | Canva

Certifications: Microsoft Office Specialist Expert

Languages: Spanish (Native) | English (Native)