

Juliana Hernandez

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EXECUTIVE SUMMARY

Marketing student at UCF with a minor in Digital Media and member of the Professional Selling Program. Experienced in marketing proposals, strategic campaigns, and cross-functional teamwork. Skilled in Microsoft Office, Google Suite, Canva, and social media marketing. Bilingual in Spanish and English.

EDUCATION

University of Central Florida, Orlando, FL

December 2025

Bachelor of Science in Business Administration, Marketing & Professional Selling Track

Minor in Digital Media

Cumulative GPA: 3.5

PROFESSIONAL EXPERIENCE

Beats By Dre – Orlando, FL

February 2025 - Present

Consumer Behavior & Market Analysis

- Conducted market analysis identifying 5 key consumer segments, enabling more targeted marketing strategies
- Applied analysis frameworks and AI prompting to refine research questions for clients in the audio industry
- Created customer journey maps with AIDA frameworks and brainstormed consumer needs to identify the target market

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
- Provided in-depth product knowledge to address customer concerns, leading to a 2% increase in positive reviews

MARKETING EXPERIENCE

Pegasus Promotions – Orlando, FL

October 2024 – Present

Content Creator

- Boosted business growth with content strategies that drove \$42.1k in added revenue and attracted 800+ new guests
- Identified and addressed client pain points, implementing tailored ideas that resulted in 8,000+ views within a month
- Delivered 3+ weekly videos on top content like Menu Features generating a 181% engagement rate to maximize audience

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 2023 – 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 platform

ADDITIONAL INFORMATION

Computer Skills: Salesforce Capable | Microsoft Office | Google Suite | Canva