**Marian Hernandez**

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**PROFILE**

As an MBA student with a strong foundation in business management and a track record of success in various roles, I bring a diverse set of skills and experiences to the table. My professional background includes significant contributions in areas such as event management, sales support, administrative organization, and entrepreneurship. I am known for my commitment to organizational excellence, effective communication, and data-driven decision-making.

**EDUCATION**

Florida International University. Miami, Florida

Master of International Business Administration (IMBA) August 2023- August 2024

The University of Texas at San Antonio San Antonio, Texas

Degree in Psychology August 2021- May 2023

Dean's List Cum Laude

Austin Community College Austin, Texas

Degree in Psychology August 2019 - May 2021

Dean's List

SERAN Bilingual school, San Pedro Sula

High School Diploma

Bachiller Internacional en Ciencias y Humanidades de Honduras

**PROFESSIONAL EXPERIENCE**

On The Map, Miami, Florida **May 2024 - August 2024**

* Google Ads Campaigns: Developed and managed PPC campaigns for various clients, optimizing for maximum ROI.
* Tag Manager: Gained comprehensive knowledge of Google Tag Manager, including setting up and managing tags and triggers to track conversions and user interactions.
* Account Setup: Assisted in setting up and organizing client accounts, ensuring proper configuration and alignment with campaign goals.
* Facebook Ads: Created and managed Facebook ad campaigns, targeting specific demographics to increase engagement and conversions.
* Landing Page Creation: Collaborated in designing and optimizing landing pages to improve user experience and increase conversion rates.
* Data Analysis: Monitored and analyzed campaign performance data, providing insights and recommendations for continuous improvement.
* Team Collaboration: Worked closely with other interns and the marketing team to develop and execute effective marketing strategies.

Casa Mathis Store, San Pedro Sula, Honduras  **June 2023 - August 2023**

* Marketing manager of the store
* Implemented customer strategies to tailor marketing campaigns and offers to different customer segments.
* Managed customer feedback and complaints, ensuring a high level of customer satisfaction.
* Utilized data analytics to track and optimize the performance of online marketing campaigns.
* Developed and maintained the store's website, ensuring a user-friendly interface and seamless online shopping experience.

**Premier Customs May 2022- August 2022**

* Coordinated inbound and outbound logistics operations, including transportation and warehousing activities.
* Oversaw inventory management processes, including stock replenishment and cycle counting.

Prepared detailed financial models and forecasts to guide budgeting and planning efforts.

* Managed relationships with carriers, freight forwarders, and third-party logistics providers to ensure timely and cost-effective deliveries.
* Developed and maintained key performance indicators (KPIs) to measure and track supply chain performance.

**SAMARI May 2020- 2022**

* Founder
* Developed a clear and compelling business concept, outlining the unique value proposition and objectives of SAMARI.
* Created a detailed business plan, outlining the operational structure, revenue model, and growth strategies.
* Established a budget, monitored expenses, and secured financial sustainability for SAMARI.
* Demonstrated the ability to adapt to market changes, emerging trends, and challenges, pivoting the business as needed.
* Conducted variance analysis to assess performance against budget and forecast.

**Tpresto May 2019 - August 2019**

* Conducted comprehensive financial analysis to assess company performance, identify trends, and make strategic recommendations for improvement.
* Prepared detailed financial reports and presentations for executive management, providing valuable insights into key performance indicators and financial metrics.
* Led initiatives to streamline financial processes, resulting in a 20% reduction in reporting time and increased efficiency across the finance department.
* Strengthened communication and presentation skills through regular interactions with stakeholders and executive management, effectively conveying complex financial information in a clear and concise manner.

**Educativa July 2018 - August 2018**

* Collaborated as an assistant at a psychologist clinic Maintained organized and confidential filing systems, ensuring easy access to critical information while upholding data security and privacy.
* Handled 50+ incoming calls, emails, and correspondence, promptly responding to inquiries and routing messages to parties.
* Maintained and organized the clinic's filing system, ensuring that confidential client information was systematically stored and readily accessible.
* Ensured all administrative processes complied with regulatory requirements and privacy laws.

**OTHER**

**Languages: Spanish (Native), English (Fluent).**

**Certificates:**

**Completed a Commercial Banking Innovation Development Program with J.P Morgan Chase**