



# Melissa Hernandez

Marketing Assistant | Copywriting & Content Creation

## PROFESSIONAL DEVELOPMENT

### Broward County Cultural Division

BUSINESS SKILLS FOR CREATIVES | 2024  
FORT LAUDERDALE, FL.

## EDUCATION

### The National Society of Leadership and Success (NSLS)

Member Induction | Honor Society  
Since December 23, 2020

EXECUTIVE LEADERSHIP CERTIFICATE | 2022

### BROWARD COLLEGE-NORTH CAMPUS CHAPTER

#### Educator Preparation Institute (EPI)

TEACHING CERTIFICATE | 2020  
COCONUT CREEK, FL.

*Passed with highest honor*

### Florida Atlantic University

BACHELOR OF ARTS, STUDIO ART | 2011  
BOCA RATON, FL.

*Graduated magna cum laude*

### Broward College

ASSOCIATES OF ARTS, STUDIO ART | 2008  
DAVIE, FL.

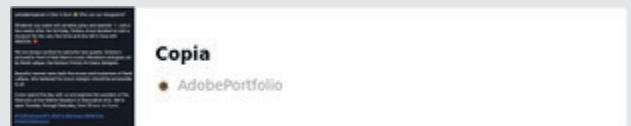
### The Art Institutes

NON-DEGREE, GRAPHIC DESIGN | 2003-2004  
FORT LAUDERDALE, FL.

Detail-oriented professional with experience in creative problem-solving. Organized and methodical, dedicated to delivering impactful and well-executed solutions.

## PROJECT & PORTFOLIO:

- [www.melissallegories.com](http://www.melissallegories.com)



- [behance.net/SmileSweetSunflower](https://www.behance.net/SmileSweetSunflower)



## CONTACT ME

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📍 Fort Lauderdale, Florida

# Melissa Hernandez

## Marketing Assistant | Copywriting & Content Creation

Sunrise, FL 33322

[smilesweetsunflower@gmail.com](mailto:smilesweetsunflower@gmail.com)

+1 954 740 7779

## Professional Summary

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Detail-oriented professional with experience in creative problem-solving. Organized and methodical, dedicated to delivering impactful and well-executed solutions.

Authorized to work in the US for any employer

## Work Experience

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### Social Media Manager & Visitor Services Assistant

Wiener Museum of Decorative Arts (WMODA)-Hollywood, FL

February 2025 to Present

- Providing a high-quality, engaging front desk experience for all museum visitors and guests eager to explore WMODA, one of Florida's most majestic hidden gems adorned with an array of decorative arts.
- Developing copywriting in collaboration with Executive Director & Curator Louise Irvine, aligning brand voice with curatorial vision
- Managing social media accounts, including content creation, scheduling and monitoring of posts
- Creating compelling visual content to enhance brand presence on social media
- Analyzing data from social media analytics tools to track performance metrics and optimize content strategy
- Utilizing paid advertising options on various social media platforms to boost reach, engagement and conversions

### Writer and Design Coordinator

Spotlight Media Solutions-Boca Raton, FL

July 2024 to September 2024

Creating and coordinating engaging website content to enhance client communication and boost overall online presence.

- Communicating effectively with clients to understand and convey their messages
- Creating and coordinating engaging website content
- Producing compelling visuals
- Contributing to the growth of a well-established internet marketing firm
- Collaborating with clients and a dynamic team to enhance overall online presence

### Event Coordinator

Bonnet House Museum & Gardens-Fort Lauderdale, FL

October 2023 to June 2024

Assisted the Event Manager in curating memorable experiences for weddings and holiday festivities, ensuring seamless event execution while maintaining the venue's historical and natural beauty.

- Managed vendor relationships

- Supervised event setup and breakdown
- Ensured compliance with venue regulations
- Provided on-site support during events
- Handled guest inquiries and special requests
- Enhanced guest experience with attention to detail
- Adhered to event schedules and timelines
- Closed down the venue and maintained its tidiness

## **Cooperating & Collaborating Artist**

Robohood Inc.-Fort Lauderdale, FL

February 2023 to October 2023

Collaborated with the robotics and AI team to create high-quality paintings. Supported R&D and marketing efforts, organized public events, and assisted in building a robotic arts community.

Robotic Art Studio Work:

- Collaborated with the robotics and AI team to achieve high-quality paintings
- Explored various styles/genres and worked with different tools, techniques, and mediums (acrylic and/or oil) using the Robotic Art Studio to develop painting collections. Collections I created with Robohood Inc.: MelissAllegories (Artist Collab), Alice in Wonderland and E-Girl Artist Collab (for the Local Art Club), Pride Day & Women in STEM (for the Museum of Discovery and Science), Pineapple Demo (with a matching workshop Powerpoint for Moonlighter FabLab), and so much more!
- Maintained the functionality of the studio, such as purchasing supplies to replenish inventory, mixing paints, cleaning workstations and painting accessories, choosing art materials and images, working with different drawing techniques, etc

R&D +Marketing xPR:

- Reported software/technical issues to provide solutions for research and development (R&D)
- Followed the R&D schedule to provide painting experiments for testing + software updates
- Entered data for R&D experiments and record keeping
- Supported the marketing team, such as sharing video and photo content creations and E-commerce descriptions for website
- Edited/corrected R&D English Manual and other text/content (as needed)

Public Events:

- Organized and participated in different art and information technology (IT) community events (or exhibitions) according to schedule
- Helped to build and support our robotic arts community
- Assisted the CEO, during public event demos to create a potential customer flow
- Greeted guests and studio visitors and aided in explaining our creative process, such as answering questions about how to use our product Robotic Art Studio

## **Customer Service & Administrative Assistant Support**

The Oliver Gal Artist Co.-Hollywood, FL

March 2022 to February 2023

Assisted in an eCommerce setting, handled inquiries and orders, and supported executive team members with business needs. Used ERP systems and managed SOP for training purposes.

- Worked with a dynamic team in an eCommerce business (with online retail accounts) to help exceed customer expectations and provide reliable, responsive, and resourceful service in every interaction
- Handled inquiries via phone and email and processed orders with exceptional service
- Monitored and updated statuses in SFCC (Salesforce Commerce Cloud) for order processing

- Verified account information and notated summary of conversations from customer call via Wrike Project Management; additionally, updated and logged critical, empirical, and emotional data via Google Sheets and/or Excel
- Utilized the company's software, such as Enterprise Resource Planning (ERP) to check production statuses and Open Platform Communications (OPC) order processing for manual custom orders; worked with online retail partner extranet and web portals
- Calculated effective shipping rates for orders and quotes, processed claims, and managed dispute resolutions
- Processed payments via Braintree
- Maintained various company inboxes/Gmail Workspaces
- Supported and assisted the executive team members with personal and business needs
- Participates in daily huddles, weekly meetings, and monthly department meetings
- Used my intuitive ability to help problem solve or figure out the logistics (or skillful organization) of programs such as Wrike Project Management and Braintree
- Used the department's Standard Operating Procedure (SOP) to create an enhanced structure for training purposes via Canvas Learning Management Software (LMS) by Instructure

## Education

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### **Florida's Graduate Professional Teaching Certificate in Professional Preparation & Education Reform**

Broward College - Educator Preparation Institute (EPI)-Coconut Creek, FL  
August 2019 to May 2020

### **Bachelor of Arts in Studio Art**

Florida Atlantic University-Boca Raton, FL  
2011

## Skills

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- Branding
- Social media management
- Copywriting
- Creative Writing
- Social media content

## Links

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<http://www.linkedin.com/in/time2bloom>

## Certifications and Licenses

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### **EXECUTIVE LEADERSHIP CERTIFICATE**

July 2022 to Present

The National Society of Leadership and Success