

Melissa Hernandez

Behind the Scenes in Business & Marketing Operations | Passionate about Coordination, Communications & Creative Strategy

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Professional Summary

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

Work Experience

Marketing Coordinator

Boca Lago Country Club | Boca Raton, FL

January 2026 to March 2026

Developed and distributed multi-channel marketing content—including a digital member newsletter (+Flipbook), social media posts, photography, graphics, and short-form video—to promote club programming, dining, and events while strengthening brand visibility and member engagement.

In addition to content creation, I organized and recovered the club's digital marketing infrastructure, including restoring and structuring multiple online accounts, organizing the Google Drive asset library, and cleaning up existing web files to improve accessibility and workflow across departments.

Key Responsibilities

- Collaborated with cross-functional teams—including golf, dining, fitness, and club leadership—to produce visually compelling copywriting, graphics, photography, and video content.
- Developed and executed a multi-channel content strategy, including daily social media posts and short-form video content.
- Produced and managed the weekly Digital Member Newsletter (+Flipbook) to promote club events, golf programming, dining specials, entertainment, and key announcements.
- Managed monthly content calendars and reviewed event schedules to ensure consistent messaging and timely promotion across digital platforms.
- Leveraged social media platforms such as Facebook, Instagram, and TikTok to promote events and increase brand awareness.
- Created photography and visual content during club events, tournaments, and dining experiences to support social media and promotional materials.
- Organized and maintained a structured digital asset library for images, videos, and marketing materials using Google Drive and Flickr for member photo archives.
- Produced print-ready graphics for food and beverage promotions, menus, event flyers, postcards, posters, and table tents.
- Utilized AI tools and SEO best practices to enhance organic reach and improve content discoverability.

Front Desk Museum Representative

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

December 2025 to January 2026

Oversaw daily front-of-house operations, ensuring seamless admissions, membership growth, retail performance, accurate data reporting, and effective staff and volunteer training in support of an exceptional museum experience.

Visitor Service & Marketing Support Specialist

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

February 2025 to December 2025

- Provided 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.

Supported the company's social media presence through content creation, scheduling and community engagement. Contributed to planning and content direction during an early growth phase and adapted to shifting priorities as social media efforts were scaled back. Gained hands-on experience in social media strategy, copywriting and performance tracking while growing in the role.

- Developed copywriting in collaboration with Executive Director & Curator Louise Irvine, aligning brand voice with curatorial vision
- Managed social media accounts, including content creation, scheduling and monitoring of posts
- Created compelling visual content to enhance brand presence on social media
- Analyzed data from social media analytics tools to track performance metrics and optimize content strategy
- Utilized paid advertising options on various social media platforms to boost reach, engagement and conversions

Writer & 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

Professional Preparation & Education Reform (Florida's Graduate Professional Teaching Certificate)

Broward College - Educator Preparation Institute (EPI)

August 2019 to May 2020

Studio Art (Bachelor of Arts)

Florida Atlantic University

January 2011

Bachelor's degree

High school diploma or GED

Skills

Microsoft Word Marketing B2B marketing Content marketing strategy Analysis skills
Organizational skills

Languages

English

Links

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

Certifications and Licenses

EXECUTIVE LEADERSHIP CERTIFICATE

July 2022 to Present

The National Society of Leadership and Success

Additional Information

Authorized to work in the US for any employer