Jessica Hernandez

MARKETING ANALYST AND STRATEGIST

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SUMMARY

Marketing analyst and strategist with 3+ years of agency experience across SEO, performance reporting, and social media. I lead SEO for 15 client accounts and quarterly reporting for 8, connecting search and campaign data to leads and booked appointments, and I create the content that puts strategy into action.

EXPERIENCE

Digital Data Coordinator | BrandMinded Digital Marketing Agency — Aug 2025 – Present

Promoted from Marketing Analytics Intern

- Grew organic search for a healthcare client, raising average Google ranking from 21 to 6 and organic clicks 217% year over year.
- Caught a Japanese spam hack from irregular GA4 traffic, audited all 8 client sites, and coordinated cleanup of the 5 affected.
- Lead SEO for 15 client accounts, covering keyword research, on-page optimization, Google Business Profiles, technical fixes, and site health and security monitoring.
- Own quarterly reporting for 8 clients, tracking leads, conversions, appointments, traffic, and AI search visibility (AI Overviews, ChatGPT, Gemini) across GA4, Search Console, Semrush, Google Ads, Meta, and GoHighLevel.

Brand Strategist and Social Media Manager | Lusky, Fine Artist — Jun 2026 – Oct 2026

- Rebranded a fine artist's Instagram from gallery-formal to personal with a five-pillar content strategy, followed by $46K in art sales, 4 pieces sold, and 3 gallery invites.
- Created process videos, trend-based reels, and promotional content for art shows and classes, plus a brand guide and content calendar for the handoff.

Social Media Manager | Home Bass, Festival and Hospitality Brand — Jul 2025 – Nov 2025

- Generated 800K+ reel views, including one reel with 357K, with top reels run as ads to drive ticket and hotel package sales.
- Grew the account by 3,500+ followers in 3 months, including 2,409 in its peak month, while tracking reach, engagement, and conversions in Meta Business Suite.

Creative Assets Lead | Spartan Agency, UTampa Student-Led Agency — Jan 2024 – Aug 2025

- Created marketing and social content for Tampa Bay clients and led client communication for the creative team.

Project Manager Intern | Digyoo — Apr 2024 – Aug 2024

- Coordinated partner communication and designed an LED billboard truck for the company's main launch campaign across New Jersey.

EDUCATION

The University of Tampa | B.S. Marketing, Minor in Business Analytics · 3.70 GPA — May 2026

- NCAA cross country and track team captain · Dean's Honor Roll 2022–2026 · All-Academic Team 2023–2025 · UT Dean's Merit Scholarship

SKILLS

SEO and analytics: GA4, Google Search Console, Semrush, Google Business Profile, PageSpeed Insights, Excel and Google Sheets, GoHighLevel (CRM)

Paid and social: Google Ads, Meta Ads Manager, Meta Business Suite, Instagram, Facebook, TikTok

Other tools: WordPress, Kinsta, Flywheel, Zapier, Twilio, EMR systems, Canva, CapCut