



anita@lovehopedesign.com



317-361-9446

ABOUT ME

*I harness my unique perspective to bridge the gap between creative vision and impactful execution.*

## summary

With a dynamic career spanning the non-profit and creative sectors, I've cultivated a rich array of experiences. As the Founder & Digital Media Specialist of [Nita Media](#), I have strategically aligned our company's growth with [Love Hope Design](#). This partnership leverages our combined expertise in digital media, video production, design, and digital marketing, to helping non-profit organizations & mental health initiatives achieve their goals and make a difference within their communities. The best place to get a sense of my work is by exploring my portfolio: [My Portfolio](#).

## professional experience

### Creative Operations Manager

*Love Hope Design | Nita Media*

- As the Creative Operations Manager at Love Hope Design, a leader in the creative sector, I play a pivotal role in enhancing operational success and fostering an innovative work environment. My approach combines strategic management with creative problem-solving to deliver outstanding project outcomes and build enduring client relationships.
- I am a dynamic digital media professional with 5 years of experience in developing and implementing digital media strategies that enhance brand visibility, engage audiences, and drive digital transformation. I am skilled in video production, social media management, and content creation with a proven track record of boosting online presence and engagement through innovative digital solutions.
- I am an accomplished email marketing specialist who implements successful email marketing campaigns that drive customer engagement, retention, and conversion rates. I am an expert in A/B testing, segmentation, and analytics, with a knack for crafting compelling content that resonates with diverse audiences.

hello I am

**anita  
hernandez**

## certifications



Inbound Certified



Email Marketing Certified



HubSpot Marketing  
Software Certified



Client Management

2020-PRESENT

## education

2011-2014

*Ball State University*

Bachelor of Science (BS),

Communication & Media Studies

## skills

- WordPress
- Builder Beaver Experience
- Adobe Illustrator
- Adobe InDesign
- Adobe Premiere
- HubSpot
- Notion
- Canva
- Slack
- Meta Business Suite
- Mailchimp

## references

**Lauren DeCrane**

*Love & Hope Design*

Chief Marketing Officer

P; 317-4442-2631

E; lauren@lovehopedesign.com

**Kreigha Henney**

*HubSpot*

Senior Customer Success Manager

P; 812-350-8496

E; khenney@hubspot.com

**Lisa Waite**

*Arts for Learning Indiana*

Director of Donor Relations & Communications

P; 317-432-3040

E; lwaite@artsforlearningindiana.org

# professional experience continues

- [Strengthening Indiana Families](#) (SIF); A client of Love Hope Design, I filmed, produced, and edited video content specifically tailored for digital media campaigns. I designed digital advertisements for their main website as well as for nine Family Resource Centers. Additionally, I developed a comprehensive curriculum and training sessions focused on marketing best practices, designed to enhance the coordinators' skills in email marketing, social media strategy, and brand identity development.

"Kids Don't Come with Instructions." SIF Campaign Achievements

1. Achieved significant reach on Facebook & Instagram, impacting over 100,000 people, with more than 2,000 direct interactions through ad clicks.
2. Developed and executed a comprehensive digital marketing strategy across multiple channels, including Facebook, Instagram, and Google Ads.
3. Enhanced visibility and accessibility of critical family resources through targeted digital advertising. Generated over 19,000 interactions and delivered more than 3 million impressions through a targeted Google Ads strategy involving display and search ads.

## Director of Sports & Fitness

*Jewish Community Center (JCC)*

- At the [JCC](#), I oversaw the management and scheduling of staff, including personal trainers. I coordinated youth leagues, summer sports camps, and fitness classes. Additionally, I developed a proactive strategy for membership recruitment.
- Community Engagement: I developed partnerships with [USL Indy Eleven](#), [Indy Stars Gymnastics](#), and [Circle City Athletics](#).
- I experienced professional growth within the organization:

Director of Sports & Fitness | 2019-2020

Director of Recreational Sports | 2018-2019

Membership Associate | 2013-2016

## Grass Roots Youth Service & Member Experience

*USA Track & Field Center (USATF)*

- Worked onsite events - [Junior Olympics](#), focused on coaches' credentials, ensuring every coach met USATF Coaches Registry Requirements.
- Managed [Run Jump Throw \(RJT\)](#) -USA Track & Field and Hershey introduced RJT to inspire kids with running, jumping, and throwing skills. I oversaw school programs, managed stations and volunteers, and enlisted Alumni Olympians to motivate kids at RJT events.

2020-PRESENT

2018 - 2020

2016-2018