

Jazlyn Rodriguez Hernandez
720-589-0935 | jazlyn.lrod@gmail.com
linkedin.com/jazlynrodriguez

EDUCATION

Texas Christian University , Neeley School of Business	Fort Worth, TX
Bachelor of Business Administration	May 2024
Majors: Marketing, Entrepreneurship and Innovation	GPA: 3.07
<i>Awards:</i> Marcus Graham Project iCR8 Workshop MVP and 1 st Place Team, Dr. Pepper Tuition Toss Scholar	

EXPERIENCE

MGP iCR8 Workshop Hosted by The Dallas Mavericks	Dallas, Texas
<i>Hispanic Marketing Specialist, Creative Lead, Brand Manager, Program MVP, Winning Team</i>	January 2024
<ul style="list-style-type: none">• Led a 4-member team out of 23 participants for the Dallas Mavericks' Hispanic market engagement, orchestrating a winning 360-marketing campaign, emphasizing authenticity, community, and cultural relevance• Developed detailed timelines, metrics, and identified new opportunities through partnership evaluation and competitor research, aligning with Mavericks Hispanic market statistics• Conducted in-depth research, including fan interviews, strategically aligning proposals with Mavericks Hispanic market opportunities, successfully pitching sponsors and community opportunities resulting in 1st place for future activation	

FREELANCE PROJECTS

Christian Used Books	Denver, Colorado
<i>Social Media and Creative Content Manager, Brand Consultant</i>	January 2024 – Present
<ul style="list-style-type: none">• Crafting engaging content highlighting family-oriented ethos, product inventory, and satisfied customers• Promotion of seasonal items and tailoring product recommendations based on customer needs, driving sales and enhancing brand relevance• Developing comprehensive branding marketing strategies to enhance brand engagement and recognition	

Fans Vintage	Fort Worth, Texas
<i>Digital Content Intern</i>	January 2023 – May 2023
<ul style="list-style-type: none">• Curated engaging content for TCU sports community, including interviews with prominent buyers (current/former TCU athletes) and behind-the-scenes insights on merchandise selection• Enhanced brand visibility and engagement through TikTok and Instagram, contributing to digital marketing strategy for organic community expansion	

Action Youth (Non-Profit)	Denver, Colorado
<i>Lead Content and Brand Identity Manager</i>	December 2020 – Present
<ul style="list-style-type: none">• Executing social media campaign, on FB and IG, with reach of 39,000+, raising awareness of program impact• Capturing program activity images, averaging 700 students per year, for social media, annual reports, and updates for 50+ donors• Fostering authentic online brand presence, showcasing community impact, accurately representing students served	

LEADERSHIP AND COMMUNITY EXPERIENCE

Kappa Delta Chi Sorority Inc – TCU Gamma Theta Chapter	Fort Worth, Texas
<i>Publicity Chair, Charter</i>	August 2022 – May 2023

SKILLS

Certifications: Microsoft Office Specialist: Excel and PowerPoint

Multimedia: Editing: CapCut: Advanced, Canva: Advanced, Picsart: Proficient

Social Media & Branding: Social Media Management, Social Media Strategy, Content Curation, Brand Management, Brand Strategy, Brand Kit Creation

Language(s): Spanish: Classroom study