

MARISSA HERRERA

MARKETING OPERATIONS STRATEGIST

marissa-herrera.com | 214.930.3464

marissaherreramedia@gmail.com

Marketing Operations strategist with 5 years of experience ranging from agency to non-profit. Highly skilled in social media strategy, copywriting, community management, web management, project management, client communications, and partner relationship management.

WORK EXPERIENCE

Marketing Operations Specialist

Mothers Against Drunk Driving | March 2021 – Present

- Created and implemented an editorial calendar ensuring consistency and urgency of MADD's mission.
- Collaborated with cross-functional teams to integrate marketing strategies, optimize communication channels, and enhance overall campaign coordination.
- Monitored social media analytics to optimize content and improve overall engagement.
- Worked with graphic designer to maintain brand consistency in all external publications, advertisements, partnership deliverables, and communications.
- Worked closely with the Director of Marketing to execute marketing plans that supported MADD's goals and objectives, resulting in increased brand awareness.
- Created and managed MADD's TikTok account, developed and executed engaging content ideas and trends, resulting in a 115% increase in followers and engagement.

Digital Marketing Coordinator

National Ovarian Cancer Coalition | Oct 2019 – March 2021

- Developed strategic content including copy and graphics for social posts across all platforms.
- Facilitated digital agency relationships, day-to-day production, and campaign scheduling.
- Increase engagement on Instagram by 170% in the first 6 months.
- Oversaw website content development and maintenance.
- Created, maintained, and edited, 18 affiliate micro-sites separate from the main website.
- Designed collateral materials including print ads, posters, and social media graphics and templates.
- Managed social media editorial calendars for 18 social accounts nationwide.
- Created, segmented, and distributed emails nationwide in the Pardot email marketing system.

Marketing & Communications Intern

United Way of Denton County | July 2019 – Oct 2019

- Strategized and edited social campaign videos with past footage to utilize across various platforms including social media, web and partner events.
- Collaborated with the Director of Communications to plan and execute events, including coordinating vendor contracts, and creating event materials.

Social Content & Video Intern

Commerce House Ad Agency | May 2019 – Oct 2019

- Edited various campaign and social media videos across multiple company accounts including, Texas Health, NBRA, and Commerce House.
- Developed, pitched, shot, and edited video series "Coho Hot Seat" and "Coho Ink" across company accounts, show casing company culture at COHO.

SKILLS

Adobe Creative Suite

Paid media

Video editing

Reporting & analytics

Graphic design

Email marketing

EDUCATION

Bachelor of Arts, Converged Broadcast Media

University of North Texas, Denton, Texas