

Janine B. Fernandez

Designer | Media Coordinator

CONTACT



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janinefernandez.github.io/Portfolio



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EDUCATION

San Diego State University

2010 - 2015

Multimedia Arts / BA

Proficiency in Web Development using HTML, CSS, Javascript, and Wordpress

Clear grasp in creating responsive web pages and friendly user interface

Extensive skills in Adobe Creative Suite such as Photoshop and Indesign

Computer Science / Minor

Experience in managing database with SQL and familiarity with languages such as Java and C++ for problem solving

SKILLS

- Media Management
- Website Management
- Salesforce / Engage
- HTML & CSS
- Responsive Design
- Figma / Invision
- Wireframes & Prototypes
- User Experience Research
- SEO research & Branding
- Adobe Creative Suite
- Collaborative & Adaptable
- Reliable team player

PROFILE

Media Coordinator professional and Designer with 5+ years of experience working with top tier clients delivering innovative solutions from implementation to execution. Highly adaptable and dedicated to producing great quality work as an individual and within a team environment.

EXPERIENCE

UX/UI Designer - Local Labor

Mar 2021 - Present

- Designed user interface for the company website by applying design principles to meet web standards
- Created prototypes and wireframes using Figma, then utilizing user feedback along with A/B testing to meet design goals
- Developed designs aimed to improve usability and enhance user experience by exploring different approaches to solve user problems
- Assist with SEO research and keyword implementation to increase website traffic

Media Operations Coordinator - Veritone

Oct 2019 - present

- Oversaw ad implementations for over 1000 media placements each month such as podcast and Youtube integrations ensuring campaigns meet client expectations
- Delivered weekly compliance report for team meetings to address issues and identify campaign optimizations
- Trained and supported new team members with department processes and responsibilities as well as guide other departments on technical troubleshooting with the voice recognition tool
- Collaborated with the engineering team to identify, resolve, and test platform issues

Media Specialist - Imatrix

Jun 2018 - Oct 2019

- Liaison between clients and video production vendor, ensuring projects are completed and meet client expectations
- Implemented video integrations on website pages and banners, ensuring that they are responsive and properly functional
- Managed and optimized Youtube, Facebook, and other syndicated channels to boost online business presence
- Performed end of the month finances for additional video production services and audited Google spend, ensuring this is rendered for top tier clients

Social Media Specialist - Imatrix

Jan 2018 - Jun 2018

- Rendered social media services by obtaining full administrative access from clients, followed by content optimization from platforms such as Facebook, Twitter, and Google My Business
- Branded social media pages by creating banners and profile logos, as well as audited existing content for accurate business information
- Audited weekly media posts alongside the marketing team to ensure appropriate contents are scheduled and delivered
- Oversaw social media account implementations on client sites and configured blog post via rss feed for a synchronized post

Website Client Support Coach - Imatrix

Sep 2017 - Jan 2018

- Modified websites using HTML, CSS, and Javascript via a content management system to meet client expectations
- Troubleshoot domain transfers and other website protocols ensuring it meets web standards
- Provided high volume of creative support such as editing photos using Photoshop and asset implementations exercising skills in coding
- Collaborated with various departments ensuring clients are satisfied with their service and minimized retention rates