

ISABELA HERNANDEZ

San Diego, CA | isabela.hernandez@student.example | portfolio.elevateusolutions.com

EDUCATION

Mission Bay High School - San Diego, CA | High School Diploma, Expected 2026

GPA: 3.9/4.0, Unweighted | Relevant Coursework: AP Microeconomics, Principles of Marketing

EXPERIENCE

Harbor & Pine Creative - Marketing Intern | San Diego, CA | Summer 2025

- Completed a six-week, 180-hour internship with a five-person marketing and creative agency supporting client campaigns, social media, and design.
- Wrote 30+ Instagram captions used by two clients and created a reusable Canva template package adopted by the agency team.
- Participated in eight client meetings, documented decisions and next steps, and earned an offer to continue in a paid, part-time role.

Freelance Designer - Independent | San Diego, CA | 2024-Present

- Provide branding, social media, and graphic design support to four local small businesses; generated \$600 in revenue through referrals and repeat business.
- Design logos, menus, social content, and brand materials while independently managing client communication, deadlines, revisions, and delivery.

SELECTED PROJECT

Pan Dulce Sofia - Small Business Rebrand

- Led a two-week rebrand including customer and competitor research, six logo concepts, a bilingual menu, and a 30-day Instagram content plan.
- Helped grow Instagram from 190 to 640 followers in two months (+237%); project generated a \$150 fee and an additional client referral.

LEADERSHIP & ACTIVITIES

DECA, Mission Bay High School - Chapter Vice President | 2024-Present

- Lead chapter social media, meetings, competition preparation, and onboarding; grew Instagram from 60 to 480 followers and onboarded 12 freshmen.
- Placed 4th in Principles of Marketing at Southern California Regionals and qualified for state competition.

Yearbook - Design Lead | Led visual design, typography system, and cover concept for the school's first all-color yearbook in four years.

Peer Tutor - Algebra 2 | Tutored eight students; six improved by at least one letter grade.

Key Club - Volunteer | Completed 95 service hours, helped organize three beach cleanups, and volunteered monthly at a local food bank.

SKILLS & CREDENTIALS

Marketing: Social Media Marketing, Content Creation, Digital Marketing, Branding, Market Research | **Design:** Canva, Figma, Adobe Illustrator | **Business:** Client Communication, Presentations, Project Management | **Languages:** English, Spanish