

# Yasmin A. Hawkins

A self-motivated, hard-working recent graduate who is eager to further their skill sets, and gain practical marketing experience, with a new team.

## Personal Info

4332 Carter Reign Avenue  
Las Vegas, Nevada, 89141

+1 (702) 528-2840

yazz@yazzhawkins.com

yazzhawkins.com



## Skills

Communication



Creativity



Microsoft Suite



Social Perceptiveness



Project Management



Analytics



Critical Thinking



Graphic Design (Various Programs)



## Languages

English Written and Spoken



Spanish Spoken



Spanish Written



## Education

Dec. 2021

**BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION, MARKETING (Major)**  
**BUSINESS SPANISH EXPERIENCE (Minor)**  
**MUSIC TECHNOLOGY (Minor)**

[University of Nevada – Las Vegas](#)

- Deans Honor Roll: Fall 2019 – 2021
- Member of National Society of Leadership and Success ([NSLS](#)): Since 2018

Internship

**UNIDOS POR LOS NIÑOS**

[Non-profit organization in Montevideo, Uruguay](#)

- Build, manage, and maintain a social media calendar for content focused on national holidays and important dates ([Click for example](#)).
- Redesigned for improved social media/marketing practices using creative posts as ads on Instagram.
- Analyze, develop, and apply strategies ([LinkTree](#)) to improve awareness and user friendliness of resources.
- Find areas of improvement and assign corrections to English/Spanish translations on organization website.
- Create and implement fundraising programs.

## Experience

May 2022 – Present

**Owner**

[Yazz Hawkins Marketing](#)

*Marketing and Advertising Company – Las Vegas*

- Build companies' brands through different avenues while utilizing marketing and advertising tactics.
- Design marketing/advertising content for social media platforms including TikTok, Instagram, Facebook, etc.
- Design materials to be placed in strategic high-traffic areas to attract potential target audiences.
- Create and implement a marketing plan of action that is best suited per individual client basis.

Feb 2022 – May 2022

**Digital Marketing Coordinator**

[AXES](#)

*FinTech Data Collection – Las Vegas*

- Collaborate with senior leadership to build and manage the digital marketing strategy and roadmap.
- Effectively oversee all social media accounts, ensuring all interactions align with company brand and culture.
- Manage marketing campaigns from planning to execution; monitor and evaluate once they are live.
- Prepare collateral for social media and sales team.
- Create, negotiate, and manage advertising contracts.
- Create and manage a calendar based on marketing campaigns, events, and company needs.

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Apr 2017 – Feb 2022

## Sales and Merchandising Associate

H&M

*Retail Clothes Store – Las Vegas*

- Set-up department rooms, mannequins/tables, and general displays, by season, for a high-volume store.
- Ensure signage, especially for top priority and best-selling products, is correct and up to date.
- Expand district awareness of store by distributing content through social media, specifically Convo.
- Provide customer service, including merchandising items together on the sales floor, fitting room, and cash points.

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## Courses

- [Google Analytics](#) (Certificate Available)
- [Project Management Principles and Practices Specialization](#) (Certificate Available)
- Graphic Design (enrolled)
- Digital Marketing Revolution (enrolled)
- AI in Marketing (enrolled)
- Google Project Management (enrolled)

## Skills

Communication



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## Hobbies and Interests

- *Volunteering:* Playing piano at senior citizen care homes
- Self-education and furthering personal education
- Staying up to date with current trends in social media and marketing
- Creating and listening to music

## Languages

English Written and Spoken



Spanish Spoken



Spanish Written

