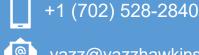
Yasmin A. **Hawkins**

Personal Info

4332 Carter Reign Avenue Las Vegas, Nevada, 89141



yazz@yazzhawkins.com



yazzhawkins.com







Skills

Communication



Microsoft Suite



Social Perceptiveness



Project Management





 $\star\star\star\star\star\star\star\star\star$



Languages

English Written and Spoken







Spanish Written



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

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.

Yasmin A. Hawkins

Personal Info

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Skills

Communication



Microsoft Suite



Social Perceptiveness



Project Management



Analytics



Critical Thinking



Graphic Design (Various Programs)



Languages

English Written and Spoken



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 bestselling 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.

Courses

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

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