
HopeAnn Garcia

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SUMMARY

Digital marketing specialist with a background in community engagement, health education, and program planning. Diligent worker with strong writing skills and initiative driven by passion for advocacy and helping people.

SKILLS

- Health education & administration
- Social media content & strategy (SEO)
- Graphic design & video editing
- Strong, tactful command of oral & written English language
- Proficiency in Microsoft Office suite, Adobe Premiere & Canva
- Customer service
- Digital marketing
- Event management
- Data collection, entry & evaluation
- Adept at task prioritization & adhering to deadlines unsupervised
- Ability to communicate and work in a team setting
- Highly organized & self-motivated

EXPERIENCE

Tidewater Queer History Project - *Social Media & Outreach Intern*

JANUARY 2025 - MAY 2025

- Spearheaded social media campaign on Instagram [@tidewaterqueer](#) to educate community on local queer history and establish TQHP as the subject matter expert
- Generated unique docuseries content through the craft of narrative storytelling
- Conducted research on TQHP's archives to inform content writing
- Collaborated with ODU Women's & Gender Studies Department to market events and increase online visibility
- Evaluated growth of Instagram page and effectiveness of social media strategy, increasing views by 8K

ODU Counseling Services - *Communications & Marketing Intern*

AUGUST 2024 - DECEMBER 2024

- Established cohesive strategic vision to market free & confidential mental health care for students
- Managed [website](#) through user-friendly edits and creation of new webpages
 - odu.edu/counseling-services
- Executed social media marketing strategy on Instagram [@odu_counselingservices](#) through content writing and graphic design
- Produced digital marketing materials in the form of TV displays and mass emails
- Developed print marketing materials including flyers, business cards, pamphlets, handouts

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- Videography & voiceover for Instagram Reels and tour video for website
 - Copy-edited e-Learning modules for website
 - Assisted in on-site event management & student engagement

ODU Health Promotion - *Monarch Wellness Ambassador*

DECEMBER 2016 - JUNE 2021

- Planned and implemented monthly health engagement programs relating to different Wellness Wheel topics
 - Collaborated with team to plan and prepare program logistics
 - Distributed advertising through flyers, posters, social media, and email
 - Set up and broke down event stands, and disseminated information to ODU community in presentations
 - Evaluated program effectiveness and prepared reports by collecting and compiling surveys detailing metrics of participant satisfaction and retention
- Developed content and generated engagement for Health Promotion Instagram page with infographics, polls, and informative TikToks/Instagram Reels
- Spearheaded Title IX exercise on how to navigate student safety scenarios, which has been integrated into freshmen orientation since 2019
- Managed front desk by engaging students and faculty via phone and in-person interaction
- Acted as trained guide for students in crisis to the appropriate resources/personnel

Twitch - *Affiliate*

JUNE 2020 - CURRENT

- Videography, photography, and editing cosplay content for subscription-based platform
- Social media management on various platforms for customer acquisition, growing over 300,000 followers on Twitter
- Interact one-on-one and with an audience of up to 50 people at a time to maximize viewer engagement
- Generate revenue by promoting subscription service and product advertisements through mass communications
- Manage 25 networking groups with other creators to conduct collaborative events to acquire new viewers and retain legacy viewership
- Design and model cosplay outfits for personal projects and commissions

EDUCATION

Old Dominion University - *Bachelor of Arts & Diversity Studies Certificate*

GRADUATED MAY 2025

English Major with a concentration in Professional Writing & a double minor in Sociology and Communication.

Granby High School - *High School Diploma + IB Certificate*

SEPTEMBER 2012 - JUNE 2016

Graduated with an International Baccalaureate Certificate.

Green Dot ODU Certification

JUNE 2018