

Sabrina Hernández

SOCIAL COMMUNICATOR AND PUBLICIST

CONTACT

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ABOUT ME

Creative professional with experience in internal communications and events. Specialized in content management and BTL campaigns. Background in communication and digital marketing. Skilled in coordinating, executing, and improving processes.

SKILLS

Problem-solving
Proficiency in the Microsoft Office suite
Writing
Good communication
Commercial awareness
Analytical ability
Collaboration and teamwork

LANGUAGES

Spanish:
Native

English:
Advanced proficiency (oral and written)

PROFESSIONAL EXPERIENCE:

Online Events Coordinator
Frost & Sullivan | Oct 2023 - Today

- Organization and Management of Webinars, Professional Meetings, and Communications via Zoom
- Coordination, organization, hosting, and brand report preparation for strategic webinars.
- Responsible for planning, designing, and producing events, managing all project aspects within established timelines.
- Close collaboration with internal teams and industry analysts to create effective marketing materials.
- Collaboration with diverse teams to align communication strategies with corporate goals.
- Invitation management and calendar handling to ensure punctuality and efficiency in every event.

Web Builder & Event Managment
Accenture. | May 2022 - Oct 2023

- Coordinating and facilitating the execution of virtual events for clients.
- Editing and maintaining websites using the CVENT platform.
- Preparation of reports aimed at improving, updating, and strategizing to increase event attendance.
- Maintaining effective and continuous communication with clients throughout the event organization and execution process.

Event Planner & Creative
Hey Comms. | May 2021 - May 2022

- Experience in direct client contact.
- Creation of creative and strategic proposals.
- Writing advertising and institutional scripts.
- Comprehensive organization of corporate events from ideation through execution (pre, during, and post-event), ensuring brand image consistency.

Customer service representative
Telecom. | Oct 2019- May 2021

- Customer service.
- Sales of Personal, Cablevisión, and Fibertel products.
- Invoicing.
- Troubleshooting and management of high-priority customer issues.

EDUCATION

Universidad de Ciencias Empresariales y Sociales (UCES)
Bachelor's degree in Social Communication with a specialization in Advertising | 2017 - 2021
Buenos Aires/Argentina

Colegio Mater Salvatoris
High school diploma on Humanities | July 2002 - July 2017

COURSES

- Event Organization (UTN)
- Broadcasting and Vocal Techniques (ETER)
- Theater and Improvisation Workshop (UCES)
- Writing and Storytelling (UCES)
- English for Professionals (Centro Venezolano Americano del Zulia, Maracaibo, Venezuela)