

Anais Saenz

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work experience

TEJANO CENTER FOR COMMUNITY CONCERNS, TCCC (HOUSTON, TX)

DIGITAL MARKETING SPECIALIST

JUNE 2023 - PRESENT

- Strategized and designed the new brand identity for TCCC and its 10 programs including logos, elements, tool kits, visual guides, graphics, and social media platforms.
- Generated engaging and relevant content for various digital channels, including social media channels, websites, email newsletters, and blogs. This content includes text, images, videos, and infographics for TCCC and its 10 programs.
- Manage all social media platforms, including but not limited to Facebook, Twitter (X), Instagram, and LinkedIn. This involves handling/managing ad budgets, creating content calendars, scheduling posts, engaging with followers, and analyzing performance metrics.
- Oversee and design the organization's website, ensuring it is up-to-date, user-friendly, and optimized for conversions.
- Track key performance indicators (KPIs) for all digital marketing efforts and provide regular reports to stakeholders. Use data to identify trends, insights, and opportunities for optimization.
- Official photographer/videographer of TCCC and all 10 of its programs including its charter schools in the RYSS School District.
- Developed and executed a marketing campaign which resulted in TCCC successfully raising \$670,000 to support multi-generational education.
- Led, created, and executed a marketing campaign which resulted in TCCC successfully being awarded \$39,000 in advertising funds in collaboration with the Houston Chronicle.
- Support the organization's advocacy efforts by leveraging digital platforms to raise awareness, mobilize supporters, and drive action on key issues.

MELODIC SOUL ENTERPRISES (HOUSTON, TX)

DIGITAL MARKETING STRATEGIST/ PRODUCTION ARTIST

DEC 2021 - OCT 2022

- Created targeted video ad campaigns across TikTok and Instagram and monitored campaign data, optimizing ads based on performance.
- Developed brand identities for multiple clients based on their business morals and expectations.
- Strategized, developed, and managed content strategies/ideas for multiple clients' social media platforms. (Instagram, TikTok, X, Facebook, LinkedIn, YouTube, Blogs, Email Marketing)
- Organized a production and publishing schedule based on the client's habits, schedules, and algorithms.
- Developed paid working relationships between influencers and brands to optimize growth for our clients and their businesses increasing sales.
- Filmed/photographed/designed content, organized unedited content, and edited videos/photos into multiple viral videos for our clients increasing followers, activity, and sales.
- Copy-edited articles, created schedules, and maintained inboxes while also communicating expectations with clients/followers of the clients.

MEMORIAL HERMANN HOSPITAL HEALTH SYSTEM (HOUSTON, TX)

DIGITAL MARKETING INTERN

MAY 2021 - AUG 2021

- Managed and maintained the official Memorial Hermann YouTube Channel, Pinterest, and Instagram Stories.
- Developed working knowledge of Facebook/Google advertising and analytics and created advertising campaigns as well as end-of-campaign reports detailing Facebook ad performance.
- Copy-edited articles, maintained and edited inboxes, and handled customer service concerns online.
- Researched and developed a database of medical personnel, their personal information, and their willingness to be interviewed/recorded for the Memorial Hermann Health and Wellness Blog.

skills

- Google Analytics
- Facebook Analytics
- TikTok Analytics
- Content Strategy
- Branding
- SEO
- Product Design
- Videography/ Video Editing
- Photography/ Photo Editing
- Variable Personalized Data/Emails
- Adobe Creative Suite
- Microsoft Office
- Influencer Marketing
- Graphic Design

community involvement

The Junior League of Houston 2020 - Present

Houston Livestock Show and Rodeo

- Rodeo Contestant Services Committee (2017 - Present)
- Western Art Committee (2020 - 2022)
- Jr Rodeo Committee (2016 - 2017)

education

Bachelor of Science in Digital Media
University of Houston (2022) Cum Laude

- Focus: eMedia
- Minor: Technology Leadership and Innovative Management
- Dean's List (3x)

Bachelor of Arts in History
University of Houston (2018)

- Minor: Mexican American Studies
- Minor: Classical Studies