Ivana R. Encarnación-Ayala

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PROFESSIONAL SUMMARY

Digital and Content Marketer with Google and HubSpot certifications, hands-on experience producing multi-channel campaigns, social media community management, and visual storytelling across retail and nonprofit sectors. Committed to contributing measurable results through thoughtful content strategy, strong design skills, and a collaborative working style.

EDUCATION

State University of New York at Oswego — Oswego, NY
Bachelor of Science in Business Administration, General Management. GPA: 3.89/4.00. — *Expected May 2027*

Onondaga Community College — Syracuse, NY
Associate of Applied Science in Graphic Design. GPA: 3.47/4.00. — *December 2022*

EXPERIENCE

Digital Marketing & Communications Intern — January 2027 – Present
Itiah Angels for Learning — *Remote*

- Produce short films, student success stories, and donor appreciation videos to translate program outcomes into compelling visuals.
- Develop monthly content calendars and repurpose video content into short clips and promotional assets to support fundraising drives and the annual gala.
- Monitor video views, audience engagement, reach, and campaign performance to inform future content strategy.

Marketing Fellow — October 2026 – Present
Seaside Sustainability, Inc. — *Remote*

- Supervise and mentor new interns, conducting onboarding check-ins, establishing communication protocols, and providing guidance to ensure project success.
- Lead digital marketing and content operations as blog lead, overseeing content categorization and publication workflows.
- Engage with internal and external stakeholders to support project goals and partnerships.

Marketing Intern — August 2026 – October 2026
Seaside Sustainability, Inc. — *Remote*

- Developed and published a minimum of 2 blog posts and 2 social media posts per week across Instagram, Facebook, and additional platforms, producing both static and reel-format content.
- Designed digital marketing assets and media content using Canva and LumaFusion to support multi-platform campaigns.
- Build the organization's online community through consistent, platform-specific engagement across multiple digital platforms.

Pricing / Produce / Floral Associate — June 2018 – Present
Wegmans Food Markets — *Syracuse, NY*

- Conduct weekly price audits using smart devices to maintain in-stock accuracy above 90%.
- Apply daily price changes and promotions to ensure full business compliance.
- Train new hires on food safety and quality control, sustaining weekly waste at an average of 4.7%.

PROJECTS

Itiah Angels for Learning — May 2026 – September 2026
Social Media Coordinator, Volunteer

- Developed and implemented social media strategies aligned with the nonprofit's outreach objectives, contributing to a sold-out gala with all 10 sponsor tables filled.
- Managed accounts across multiple platforms and responded to audience messages to maintain consistent community engagement.

Iglesia Peniel, Inc. — March 2024 – November 2024
Photographer, Volunteer

- Led a community outreach campaign that grew the congregation's Facebook following to over 5,000 followers.
- Photographed a new church location to supply high-quality images for social media promotion.

CERTIFICATIONS

- Value-Based Content Creation Strategy Certificate, Alison (July 2025)
- HubSpot Content Marketing Certificate, HubSpot Academy (May 2025)
- Google Digital Marketing & E-commerce Professional Certificate, Coursera / NYS DOL (February 2025)

SKILLS

Marketing: Content Strategy, Content Creation, Social Media Strategy, Campaign Execution, Community Management, Blogs
Design and Tools: Canva, LumaFusion, Adobe Photoshop, Adobe Lightroom, Affinity Designer, Wix, GoDaddy, Pixieset
Productivity: Google Workspace, Microsoft Office, Notion, Miro, Trello, Monday
Professional: Organization, Project Management, Team Coordination, Written Communication, Training and Onboarding