

Hello. I'm Hazel Q.

I do a lot of things. I'm a community-builder with a passion for sharing, local, and efficiency. Between startups, my own businesses, and non-profits, I'm no stranger to managing multiple projects thoroughly and quickly. What Modern Tribe has built is super exciting (I'm proud to be a customer myself), and I think I'd be a perfect addition to the team in a Content Marketing role.

Skills

- Efficient AF
- Project Management
- Brand Management
- Social Media Strategy
- All sorts of written communication from press releases to content marketing.
- Growth Hacking
- Community Building
- Scrum Methodology

Tools

- Google Docs, Sheets, Drive
- MS Office, Excel, Project
- Asana, Trello, ToDoist
- Kanban Boards
- Adobe Suite
- Wordpress

Side Hustles

- Running the best parenting site in Long Beach: LBittles.com
- Volunteering with LB Public Library Foundation
- Learning SQL and JavaScript
- Making websites and spreadsheets just for funsies.

Education

ENGLISH LITERATURE

CSU Long Beach

Experience

MARKETING DIRECTOR, GALORE (ACQUIRED BY CARE.COM) (7/17 – 5/18)

- Marketplace revenue increased 12x during my tenure
- Built and implemented successful affiliate and ambassador programs from scratch
- Implemented playbook and workflow for efficient project management between dev, sales, and marketing teams.
- Developed product strategy and customer avatars
- Managed all email marketing efforts including writing twice-weekly newsletters and developing drip campaigns
- Developed and implemented social media and content marketing strategy

COMMUNICATIONS MANAGER, DOWNTOWN LONG BEACH ALLIANCE (11/16 – 7/17)

- Implemented social media strategy
- Increased event revenue by 35% via strategic communications and marketing strategy
- Managed all external and internal communications
- Implemented project management and dashboard system organization-wide
- Regular content marketing, write all blog posts
- Produce content for all social media channels, over 100k followers
- All PR efforts for the organization leading to placements across local and industry media

COMMUNITY LEAD, SENSAY (7/15 – 12/16)

- Led campaigns to increase the growth of community more than 10x
- Implemented viral marketing activations
- Implemented a community playbook for the organization
- Managed a team of six staff and 30 ambassadors
- Led launch of the app on each new messaging platform with multiple partnerships and big PR pushes.

FOUNDER, BIG SPLENDOR EVENTS (4/12 – 6/15)

- Full service event planning and media services.
- Provided consulting services for digital and social media for over 50 clients from local business to tech startups.
- All angles of planning an event from conception to venue hunting to execution and post-mortem meetings.
- Clients included: scholarship events for Port of Long Beach, \$150k events, trade shows, non-profit galas

COMMUNITY DIRECTOR, YELP (9/08 – 6/12)

- Regularly partnered with both local businesses major brands to create mutually beneficial marketing strategies
- Wrote the Weekly Yelp newsletter and grew the subscribers from 15k to over 450k.
- Planned and executed over 150 events
- Developed and implemented the first Twitter and Facebook accounts for a local Yelp Community and created strategy enterprise-wide in this area.