



Tatiana Fernald

Digital Marketing Expert, Administrative & Branding Specialist

Phone 661-645-7376

Email: hello@tatianapatrice.com

Tatiana has almost 10 years of professional experience in both administrative work and digital marketing, She is passionate about serving the visions of her clients and their companies' needs through the use of all forms of communication, administration and marketing tools.

Tatiana has a strong adim, arts and design background with a Business Certificate of Completion focused in Social Media/Business Admin from Hello Fearless Boss School (Business School), IAB Digital Marketing and Media Foundations Certification from Google, and Computer Systems Networking and Telecommunications Certification from Carnegie Mellon University.

EXPERIENCE

Eastern Sky Theatre Company Sep 2015 to Present
Digital Marketing Manager

Collectively Inc 2015 to Present
Social Media Influencer

Heatbeat Jan 2015 to Present
Brand Ambassador

Hartt2Heart Physical Therapy October 2019-May 2022
Personal Assistant, Administrative Coordinator & Marketing Director

Empire Design International Agency May 2018-July 2021
Creative Marketing Manager

Guided the artistic and administrative development and production of social media campaigns and assets, including daily social media content, long-term digital campaign development, vetting collaborators and creative partners for brands and hiring team members to execute our unique brand strategies with excellence.

Freedom Movement Jun 2018 to Jan 2020
Head of Digital Marketing

Chase Yur Dreams Foundation Nov 2017 to 2020
Digital Media Stylist

Chase 'N Yur Face Media Dec 2017 to 2020
Digital Media Specialist & Administrative Coordinator

Tatianapatrice.com 2017 to 2021
Creator

Molly's Soulful Cafe 2017 to 2020
Website Designer

One In 68 Foundation 2017 to 2019

Web Designer & Marketing Consultant

Millennial Minded

Nov 2015 to 2019

Co Founder

Pageant 360

Feb 2014 to August 2019

Artistic Director

Genein Letford Consulting

Jan 2019 to Nov 2019

Social Media Consultant

Michele Bryant

Nov 2015 to Jun 2017

Personal Assistant & Admin Coordinator

Chase N' Yur Face LLC

Dec 2012 to Jan 2015

Administrative Assistant

Jenni June LLC

Oct 2011 to Oct 2013

Social Media Consultant & Personal Assistant

EDUCATION

Google Inc.

June 2018-August 2018

IAB Digital Marketing and Media Foundations Certification

Shaw Academy

2017 to 2018

Digital Marketing Certification

Hello Fearless Boss School (Business School)

2015 to 2016

Business Certificate of Completion

Carnegie Mellon University Online

2013 to 2015

Cyber Security & SEO Training Certification

California State University-Northridge

2014-2018

Kinesiology

Fairhaven Christian Academy

2002-2014

High School Diploma

SKILLS

Adobe Creative Suite, B2C Marketing, Bookkeeping, Business Accounting, Business Administration, Community Outreach, Creative Directing, Customer Service, Email Marketing & Funnels, Entertainment, Event Planning, Microsoft Office, Nonprofits, Payroll & Business Banking, Project Management, Public Relations, Public Speaking, Research, Social Media Marketing, Social Networking, Teaching, Web Design,