

CHRISTINA *digital & creative portfolio* HERMAN

ABOUT CHRISTINA

Christina Herman is a strategic and collaborative brand and marketing leader with 10+ years of experience driving integrated digital marketing, communications, and creative strategy for nonprofits.

With a proven track record leading omnichannel campaigns, Christina has overseen six-figure digital ad budgets and audience growth initiatives across social, email, and web. She is an expert in developing data-driven strategies, leading cross-functional teams, and unifying brand voice and visuals. She is passionate about narrative change and elevating marginalized voices through creative storytelling and strategic communications.

Christina has overseen creative strategy and production at the **Conrad N. Hilton Foundation, Union Station Homeless Services, California State University, Northridge, All For Kids, The Garland Hotel, and ROWI Teen Mental Health and Wellness Centers.**

She earned a Bachelor of Arts from the University of California, Santa Cruz, with a double major in Literature and Language Studies in Spanish. She also holds a WordPress Websites certification from San Diego State University and a UX Design certification from Google.

NOTABLE PROJECTS

Most recent projects
for your consideration





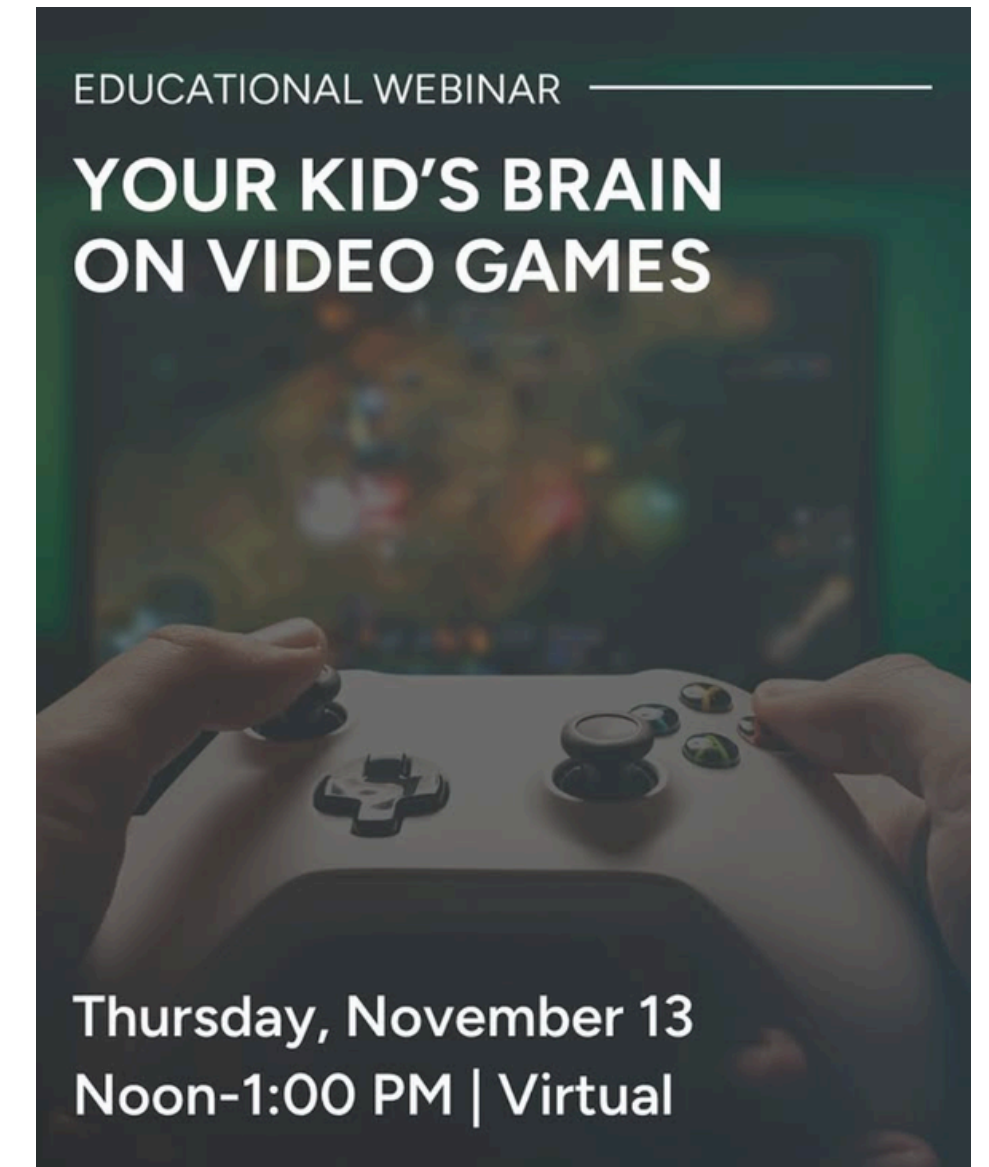
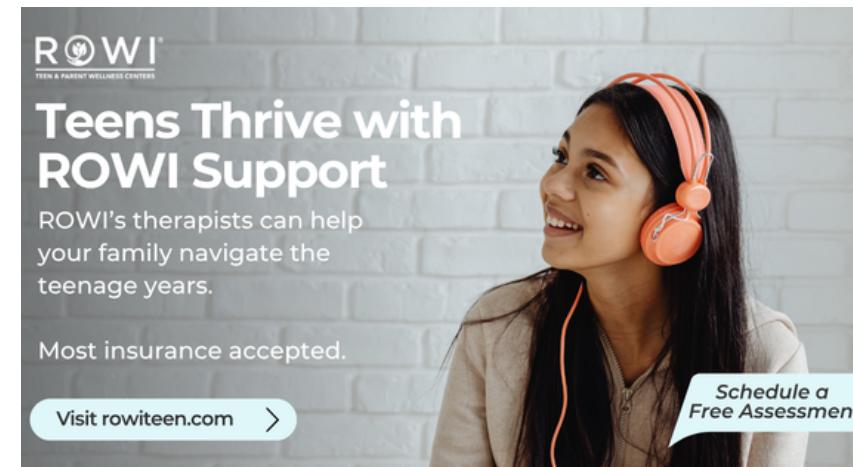
PROJECT 01

ROWI Teen Mental Health & Wellness Centers

I was brought onboard as a digital marketing consultant to develop and execute Google ads, SEO, social media, email marketing, and branding strategies. I served as a thought partner to the Chief Marketing Officer and tripled conversions in the first year.

ROWI DIGITAL MARKETING DESIGNS

Brand-aligned assets across organic and paid social, email marketing, Google ads, and blogs.



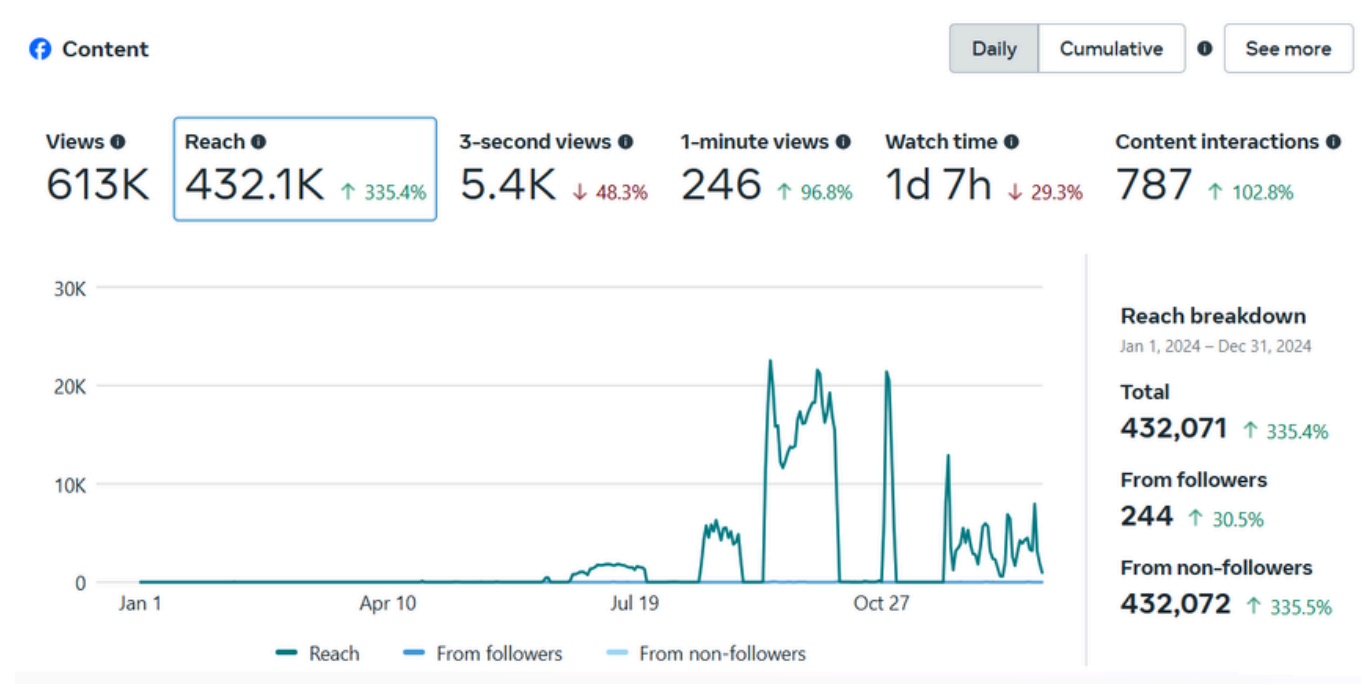
YOY GOOGLE ADS GROWTH

151,000 clicks to ROWI's website	↗ 203% from 2023 (49.8K clicks)
\$83 cost per acquisition	↘ 330% from 2023 (\$354 CPA)
3,600 conversions (calls and form submissions)	↗ 260% from 2023 (1,000 conversions)
\$1.99 cost per click	↘ 71% from 2023 (\$7 cost per click)
\$301K ad spend	↘ 15% from 2023 (\$357K)

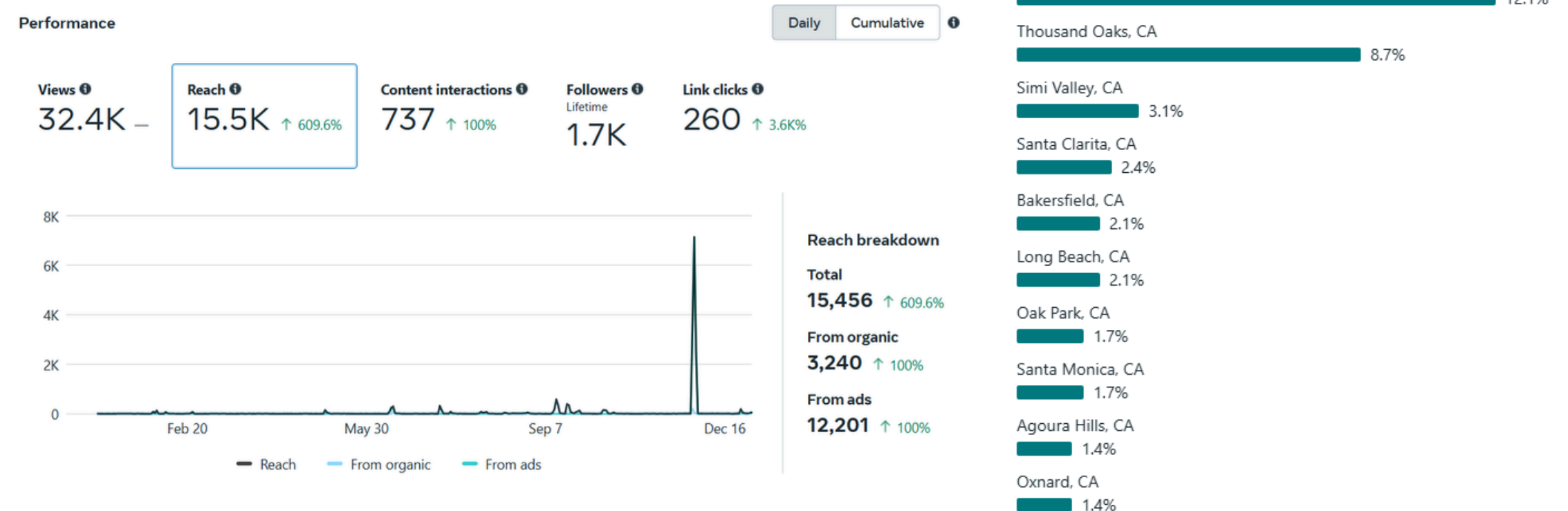
META YOY PERFORMANCE

Graphs show Facebook and Instagram data for 2024.

Facebook



Instagram



- Facebook reach exceeded 432,000 people in California, an increase of 335%.
- Instagram reach exceeded 15,000 people, a 600% increase.
- Content interactions for both Facebook and Instagram were above 700.



PROJECT

02

Conrad N. Hilton Foundation

The historic international humanitarian and social justice foundation hired me as their digital and creative manager to develop and maintain a digital and creative strategy that strengthens, protects, and broadens the Hilton Foundation brand.

WOMEN DELIVER DESIGNS FOR DIGITAL & PRINT

Social Media Carousel



Event Flyer / Handout

AfECN, Akina Mama Wa Afrika, Conrad N. Hilton Foundation and ECDAN Present



BUILDING A COLLABORATIVE MOVEMENT TO STRENGTHEN CHILDCARE SYSTEMS

Tuesday, July 18, 2023 | 12:45 - 1:15 PM
Echidna Giving/GPE Education Hub (Kigali Convention Center)

To develop stronger childcare systems that are gender transformative and advance outcomes for women, children, families, and economies, advocates must build the necessary political will and public demand. Join our fireside chat to discuss how we can mobilize a movement that links women's economic empowerment with early childhood care and education through partnership building and advocacy.

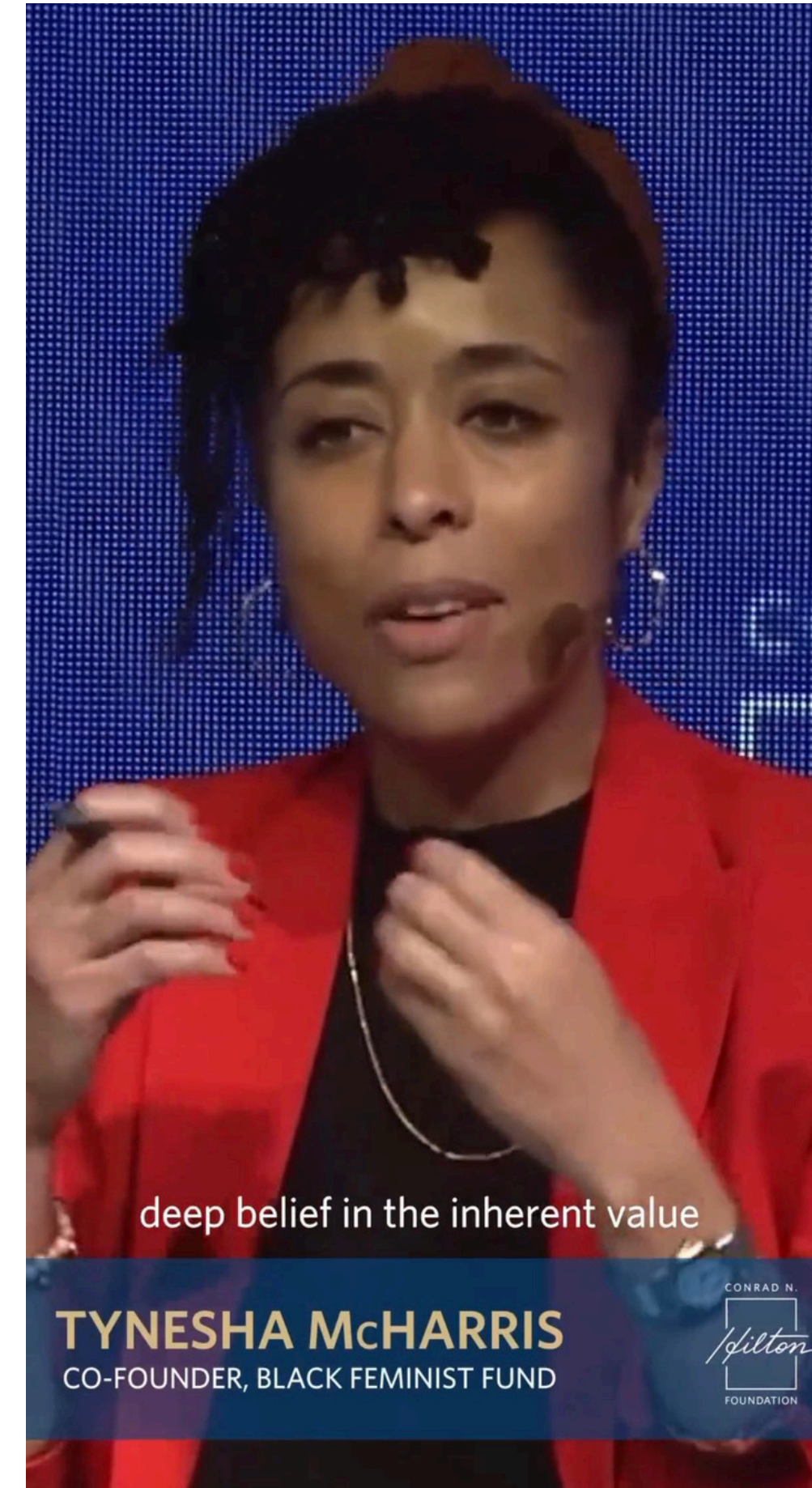
Moderated By: Brett Weisel, Global Policy and Advocacy Lead of ECDAN

Panelists:

- Maria Mdachi | Technical Advisor for AfECN
- Buky Olabukunola | Sexual and Reproductive Health and Rights Lead at Akina Mama Wa Afrika
- Saskia Guerrier | Senior Advocacy Officer at the Conrad N. Hilton Foundation
- Anna Nadine Rodriguez | Mozambique Youth Officer: Break Free Programme

HILTON HUMANITARIAN PRIZE DIGITAL DESIGN PACKAGE



IN HER WORDS PRESENTATION DESIGN



Kenya

Shame around early pregnancy puts her at the intersection of invisibility, hyper-visibility and isolation.

Her childhood is over.

She is invisible and hyper-visible at the same time.

She faces violence from partners, families and systems.

Young mother, Homa Bay

Young mother, Kisumu

Mozambique

Marriage is at the center of young pregnancy. It can feel like the only pathway to a different future.

Marriage can feel like the only pathway to financial security.

Motherhood ends childhood and can mean lost dreams.

Young motherhood creates financial and emotional stress.

Young mother, Mathare

Tanzania

Shame around early pregnancy leads girls to young marriage. Young moms have limited vision beyond their role as a wife/mother.

Marriage is the first priority to protect from shame.

Even with marriage, young moms face stigma.

Young mothers have few aspirations beyond marriage.

Young mother, Mwanza

Mozambique

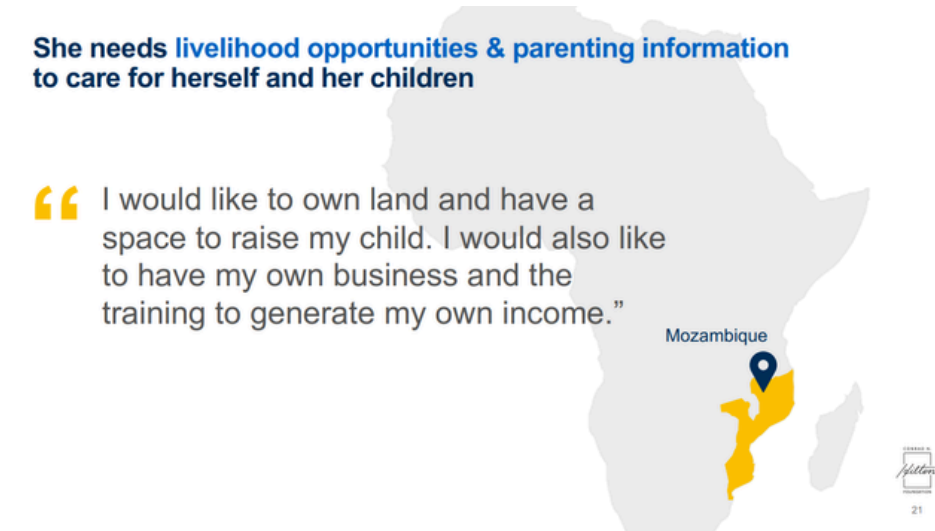
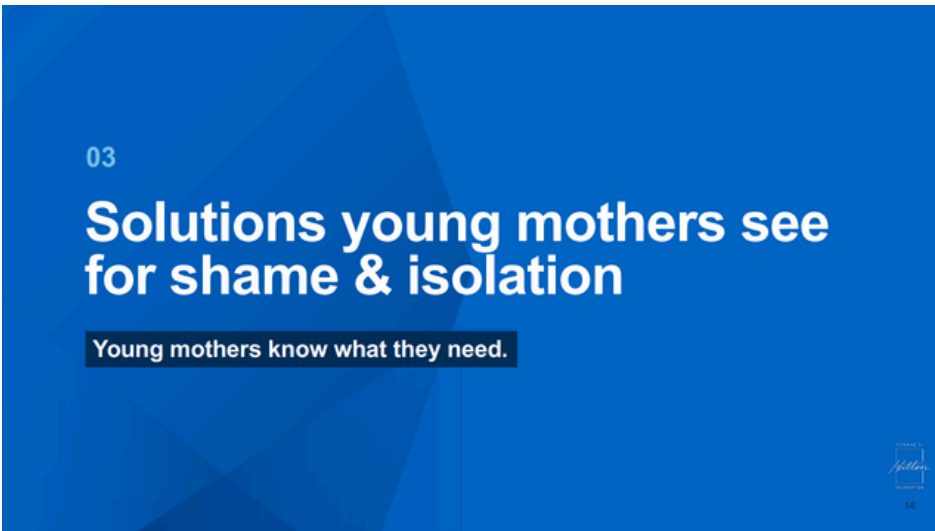
Early pregnancy leads to isolation: partner violence, school drop out and dependence on her natal family.

Young mothers face violence and abandonment.

Motherhood ends childhood and can mean lost dreams.

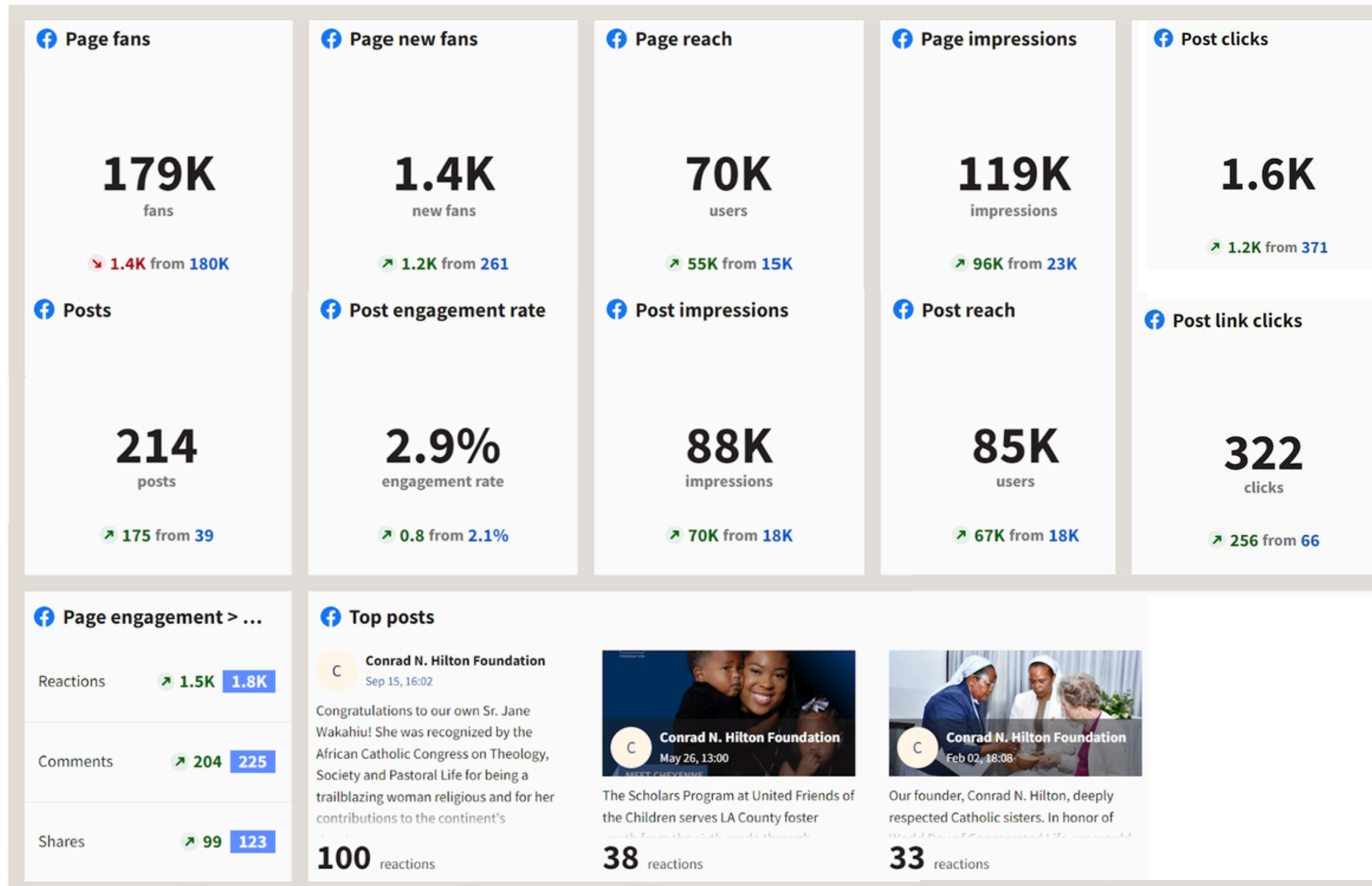
Young motherhood creates financial and emotional stress.

Young mother, Mwanza



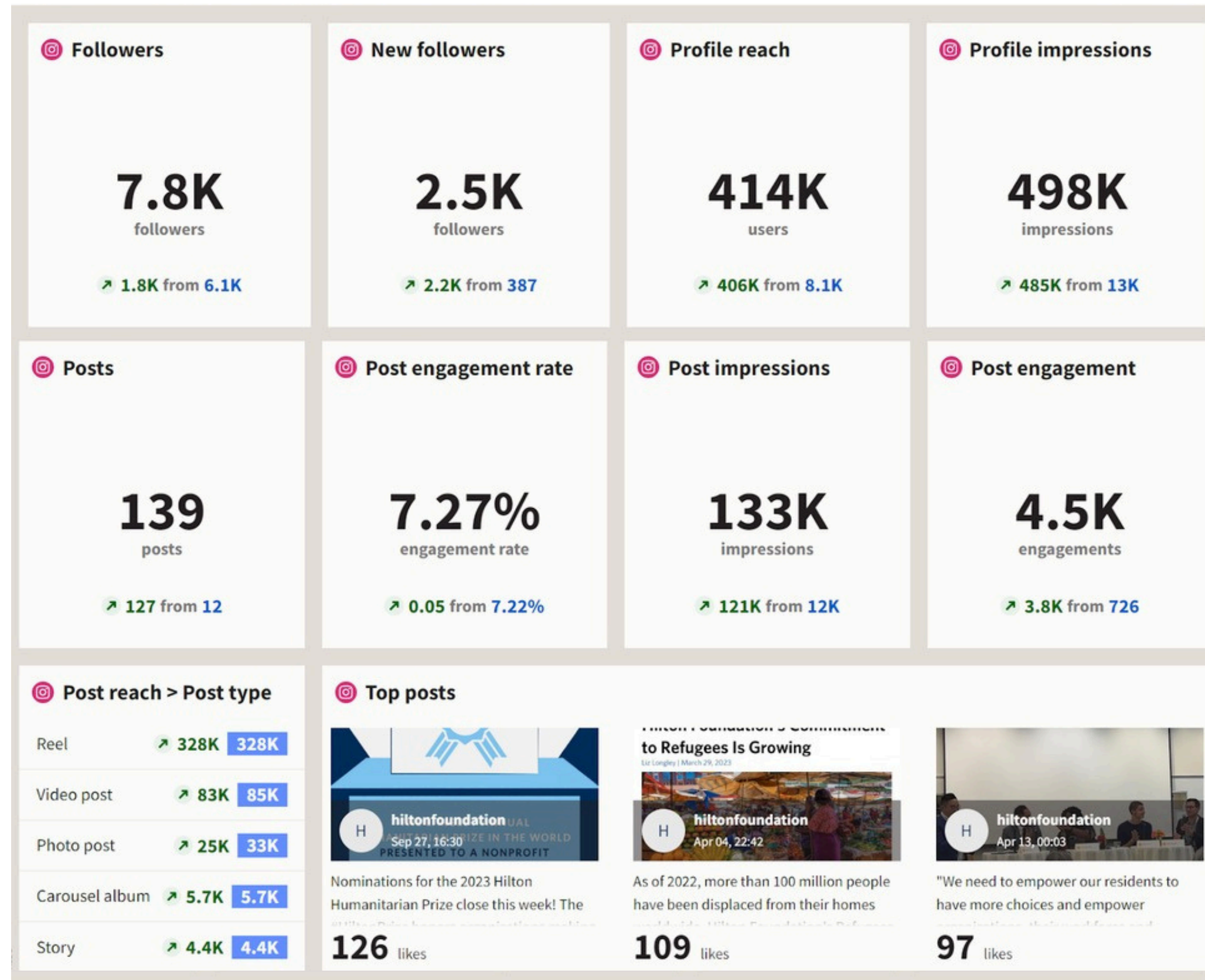
FACEBOOK YOY PERFORMANCE

Data shows performance for 22/23 compared to 21/22



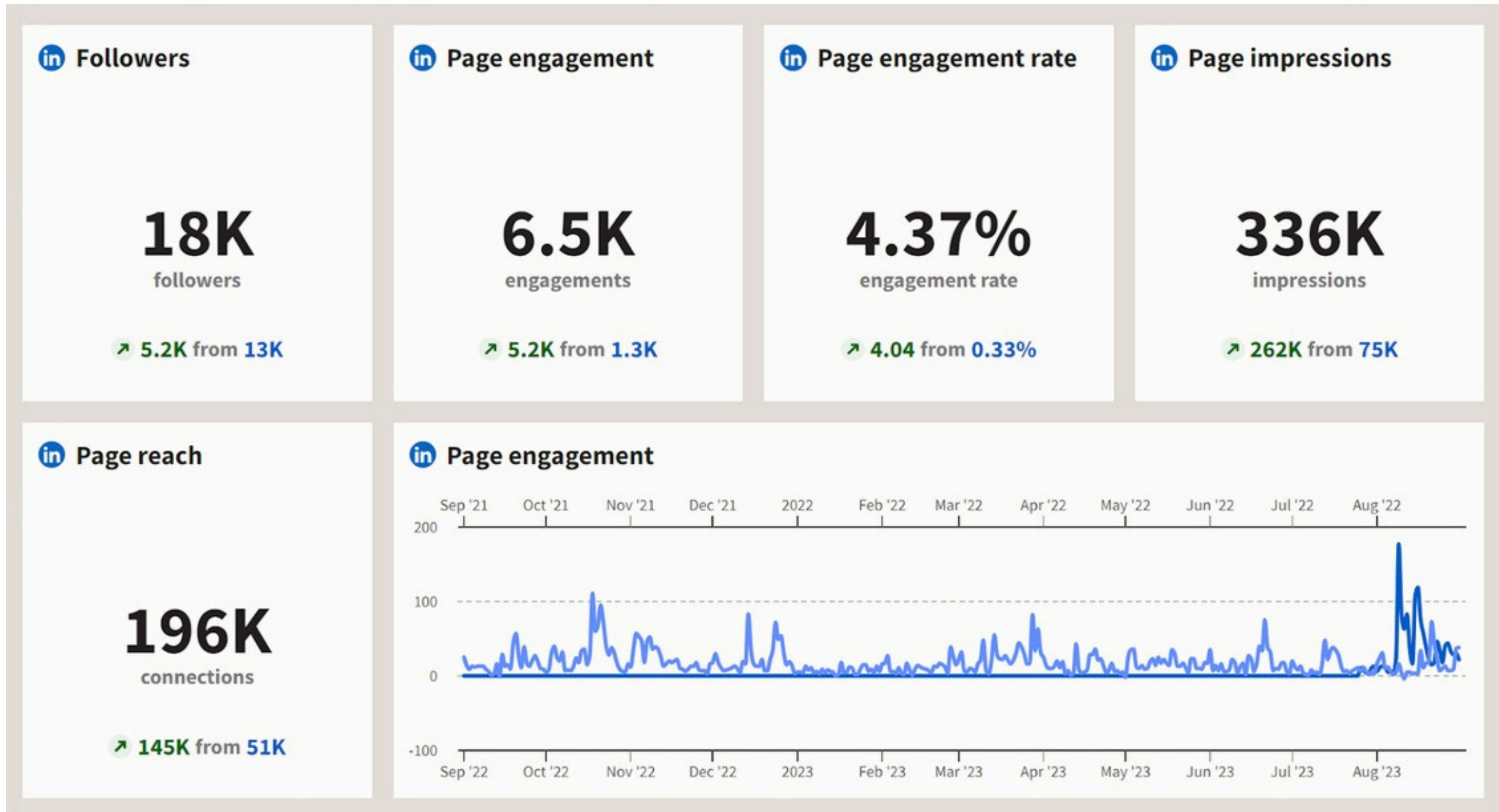
INSTAGRAM YOY PERFORMANCE

Data shows performance for 22/23 compared to 21/22



LINKEDIN YOY PERFORMANCE

Data shows performance for 22/23 compared to 21/22





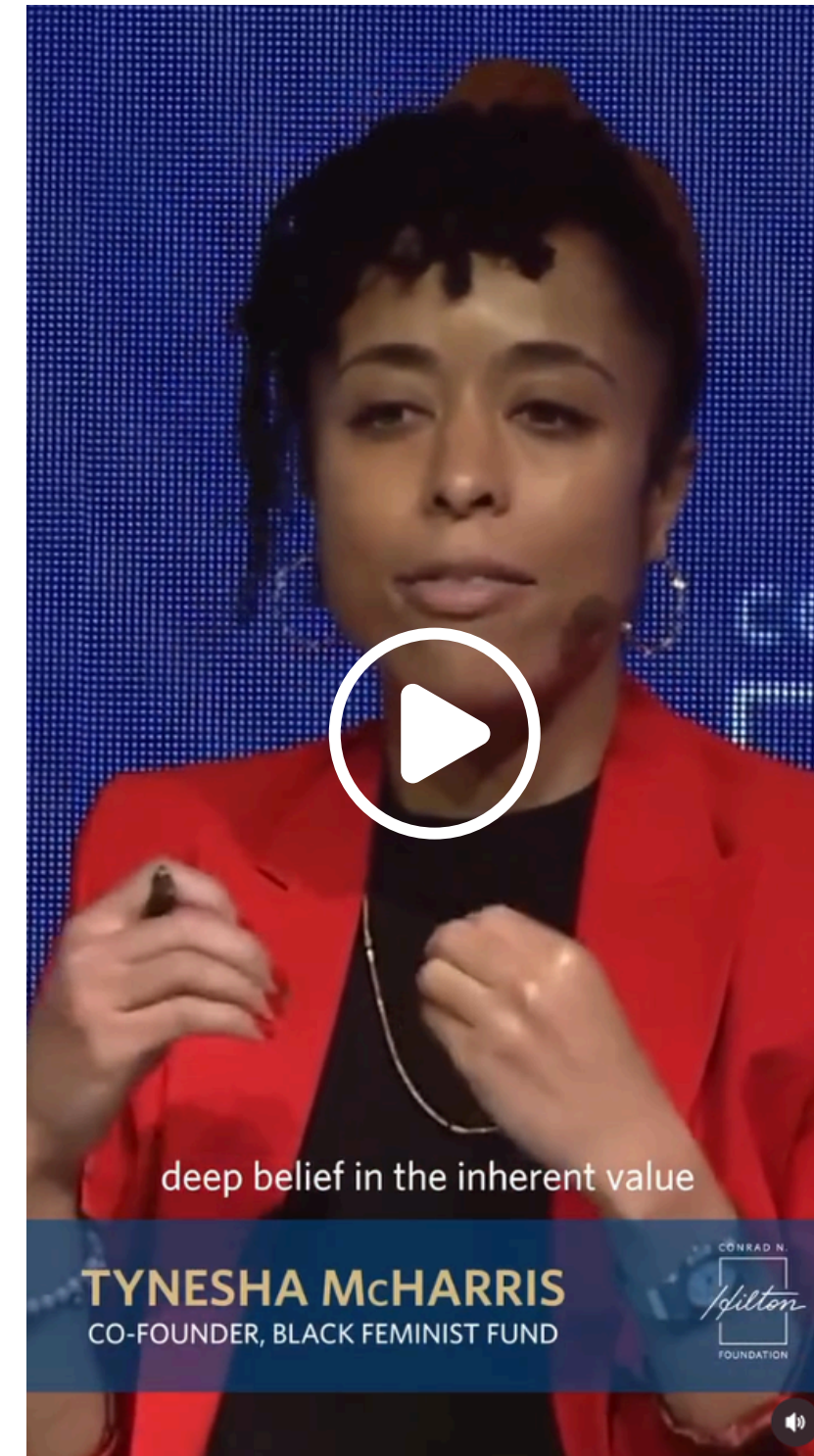
PROJECT 03

Masters of Taste

As Union Station Homeless Services' print and digital manager, I led the creative production and content development across social media, print marketing collateral and website for the organization's annual Masters of Taste fundraising event, elevating and unifying the brand across platforms.

VIDEO PRODUCTION

Filmed, edited, and shared videos that centered brand-aligned and ethical storytelling.



THANK YOU!



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