

Anahi Barquin

Communications & Digital Marketing Strategist

anahibarquin@outlook.com • +1 (908) 723-7448 • [LinkedIn](#) • [Portfolio](#) • Seattle, WA

Education

University of Washington (UW)
Master of Communication in Digital Media (MCDM)

Seattle, WA
Expected June 2027

Study Abroad
British Study Centres, English Classes for Pre-Intermediate level

Edinburgh, Scotland
June 2020– January 2021

Universidad Latinoamericana, S.C
Bachelor of Science (BS) Marketing

Mexico city, Mexico
Jan 2023

Experience

Island County Public Health
Bilingual Communications Consultant

Whidbey Island, WA
June 2024 –July 2026

- Developed social media strategies and created 600+ bilingual visual assets and digital content, including website content, social media posts, fact sheets, and outreach materials, aligned with public health priorities and organizational communication goals.
- Launched and grew digital platforms (Facebook and WhatsApp), expanding community reach through consistent, culturally relevant content.
- Analyzed social media metrics and provided actionable guidance to program staff to refine and strengthen content strategies.
- Translated communications between English and Spanish, applying plain-language principles to ensure accuracy, cultural relevance, and accessibility for diverse audiences.
- Led language access and health equity communications to strengthen outreach and engagement among diverse audiences.
- Collaborated with public health staff, community organizations and external partners to support integrated communication initiatives across multiple programs.

Small Miracles Fund
Communications Manager

Seattle, WA
July 2025 –Jan 2026

- Developed the organization's visual identity, including its logo, typography, color palette, social media templates, and branded launch materials.
- Created a social media launch strategy focused on mission and values, educational awareness, patient impact, testimonials, and fundraising.
- Established a cohesive brand system across digital communications, presentations, and marketing materials, ensuring visual consistency and supporting future marketing initiatives.
- Collaborated with nonprofit leadership to develop communications that advanced fundraising initiatives, increased mission awareness, and engaged potential donors.

Vibrant Media Marketing
Marketing Consultant (Freelancer)

Remote
May 2024 –July 2026

- Establish and manage a bilingual marketing agency working with government agencies, nonprofits, and small businesses.
- Provide full-service marketing services, including digital media, social media management, brand development, photography, and videography.

- Recruited and coordinated freelance professionals for select projects, overseeing deliverables and timelines to meet client objectives.
- Develop and execute content calendars, and multi-channel campaigns to increase brand visibility and community engagement.
- Track and analyze engagement metrics and performance data to optimize content and improve campaign effectiveness.
- Manage multiple projects simultaneously while maintaining clear communication, timelines, and deliverables with clients.

Mukilteo Natural Health Clinic (Internship)
Marketing Manager

Mukilteo, WA
 June 2023 –May 2024

- Strengthened visual communications for health services across multiple platforms through strategic website content and design, social media, and production of video storytelling.
- Produced digital stories by interviewing healthcare providers and patients and capturing original photography and short-form video to highlight health services and patient experiences.
- Created and executed marketing strategies that contributed to 320% Instagram audience growth, 40,000+ annual content impressions, and a 250% increase in engagement.
- Tracked and reported campaign performance using KPIs and data visualizations to measure success and guide content decisions.
- Partnered with clinicians to translate complex medical information into clear, compliant patient-facing materials.

Certificates:

Visual Design for Digital Media - UW Professional & Continuing Education
 Credential ID 692240a5e73200850b3d4c02

Awards:

Best Ad/Promo Video - Screen Summit Commlead UW 2026

Skills & Interests

Technical Skills: Meta Business Suite, Meta Ads Manager, CapCut, Canva, Adobe Photoshop, Adobe Lightroom

Platforms: Instagram, Facebook, TikTok, LinkedIn

Core Skills:, Social Media Management, Content Strategy, Community Engagement, Photography, Video Production, Language Access, Digital Storytelling, Analytics tools & Reporting.

Language: Spanish (Native), English (Professional Working Proficiency)