

Anahi Barquin

Marketing Professional

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Seattle, WA

Bilingual (Spanish- English) marketing professional specializing in social media strategy and content creation, with 3+ years of experience elevating digital presence for public-sector, nonprofit, and small business audiences.

Work Experience

Spanish Engagement Consultant

Aug 2024 - Present

Island County Public Health | Whidbey Island

- Lead Spanish-language engagement efforts, improving participation and visibility among immigrant and multilingual communities.
- Launch and manage Spanish-language digital marketing platforms (Facebook and WhatsApp), driving an 80% increase in engagement.
- Developed and executed comprehensive advertising campaigns to increase social media visibility
- Created and translated 600+ bilingual materials reaching over 3000 Spanish-speaking residents through print, social, and digital channels.
- Analyze performance metrics and community feedback to inform quarterly reports and continuous improvement of outreach efforts.

Marketing Consultant

May 2024 - Present

Vibrant Media Marketing | Whidbey Island, WA

- Establish and manage a bilingual marketing and media agency serving public-sector, nonprofit, and small business clients.
- Provide full-service marketing and media content creation, including digital media, social media management, branding, photography, and graphic design.
- Develop and execute content calendars and multi-channel campaigns to increase brand visibility and community engagement.
- Produce public-facing visual and written content, including social media posts, photography, short-form video, and print materials.
- 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.

Marketing Specialist Intern

Jun 2023 - Aug 2024

Mukilteo Natural Health Clinic | Mukilteo, WA

- Created and executed social media content and campaigns, conducting market research, and promoting new services, contributing to 120% Instagram follower growth and 25% higher engagement.
- Analyzed social media metrics by identifying Key Performance Indicators (KPIs), documenting findings, and utilizing visualizations to measure campaign success and overall performance
- Strengthened brand presence across multiple platforms through strategic website design, development of marketing collateral, and production of video storytelling assets that enhanced community engagement and audience connection.
- Collaborated with clinicians to translate medical information into clear, compliant marketing materials for patients.

Core Skills

Canva, CapCut, Meta Ads Manager, Microsoft Office, Photography, Bilingual Communications, team oriented, digital ads, community outreach, digital advertising

Education

University of Washington (UW)	Oct 2027
Communication Leadership – Master of Communication in Digital Media (MCDM)	
Latinoamericana University	Oct 2026
Bachelor of Science (BS) Marketing	
Edinburgh	Feb 2021
BSC Education	

Languages

Spanish (Native), English (Professional Working)

Certificates

Visual Design for Digital Media
UW Professional & Continuing Education