

Anahi Barquin

Communications & Digital Marketing Strategist

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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

- Led language access and health equity communications, increasing participation and visibility for Spanish-speaking communities through culturally responsive outreach strategies.
- Developed and curated compelling social media content showcasing public health programs and services for Spanish-speaking communities that reached more than 3,000 Spanish-speaking residents across Island County.
- Designed 600+ visual and digital materials tailored to program and agency objectives.
- 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 content from English to Spanish and vice versa, using plain-language principles while maintaining accuracy and cultural
- Collaborated with public health staff, community health workers, and external partners to support integrated communication initiatives across multiple programs.

Vibrant Media Marketing
Marketing Consultant

Remote
May 2024 –Present

- Establish and manage a bilingual marketing agency working with government agencies, nonprofits, and small businesses.
- 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 with clients.

Mukilteo Natural Health Clinic
Marketing Communications Specialist

Mukilteo, WA
June 2023 –May 2024

- Grew Instagram following by 120% and increased engagement by 25% through targeted social media campaigns, market research, and strategic content creation.
- Strengthened brand presence across platforms through website design, marketing collateral, and video storytelling that deepened audience connection.
- 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

Skills & Interests

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

Platforms: Instagram, TikTok, LinkedIn, Facebook

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

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