

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

As a Bilingual Communications Consultant for Island County Public Health, I developed bilingual communication strategies to expand community engagement, improve language access, and support public health priorities.

- Developed and implemented social media strategies aligned with public health priorities and organizational communication goals.
- Designed 600+ visual in English and Spanish 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
- Led language access and health equity communications, increasing participation and visibility for Spanish-speaking communities through culturally responsive outreach strategies.
- Collaborated with public health staff, community health workers, and external partners to support integrated communication initiatives across multiple programs.

Small Miracles Fund
Communications Manager

Seattle, WA
July 2025 –Jan 2026

As a Communications Manager for Small Miracles Fund, I developed the organization's visual identity and initial marketing strategy to establish a cohesive, credible, and mission driven presence for a growing nonprofit.

- Developed the visual identity from the ground up, including 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.
- Developed initial social media content and creative assets to introduce the organization and communicate its mission across digital platforms.
- Established a cohesive brand system that strengthened consistency across communications and created a foundation for future marketing initiatives.
- Collaborated with nonprofit leadership to translate organizational goals into accessible, engaging, and emotionally grounded communications.

**Vibrand Media Marketing
Marketing Consultant**

Remote
May 2024 –Present

As the founder of Vibrand Media Marketing, I develop and execute strategic marketing and communications solutions for public institutions, nonprofits, and small businesses.

- Establish and manage a bilingual marketing agency working with government agencies, nonprofits, and small businesses.
- Provide full-service marketing and social media content creation, including digital media, social media management, branding, photography and videography.
- 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 (Internship)
Marketing Manager**

Mukilteo, WA
June 2023 –May 2024

As a Marketing Communications Specialist for Mukilteo Natural Health Clinic, I developed strategic content and digital communications to strengthen the clinic's brand, engage audiences, and make complex health information accessible to patients.

- Strengthened visual communications for health services across multiple platforms through strategic website content and design, social media, and production of video storytelling.
- Created and executed marketing strategies that contributed to 320% Instagram audience growth, 40,000+ annual content impressions, and a 250% increase in engagement.
- 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
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, Analytics tools & Reporting, Brand identity.

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