

Iyana Lopez

Bergenfield, NJ | (201) 665-4186 | iyanalopezhq@gmail.com
[LinkedIn](#) | Digital Marketing | Content Creation | Campaign Management

Experience

Fighting Myopia | Digital Content & Marketing Coordinator | *May 2025 – Present* | *Secaucus, NJ*

- Oversee all digital marketing and brand execution for a specialty pediatric myopia management practice, producing platform-specific content, managing paid and organic campaigns, and analyzing performance across Instagram, Facebook, the company website, and Linktree to inform ongoing strategy
- Plan, design, and execute paid social campaigns via Meta Ads Manager, reaching 125,000+ unique viewers on ~\$1,400 in total ad spend, with a best CPL of \$0.29 and 94% click-to-landing conversion rate, reviewing performance data to identify top-performing creative and refine targeting
- Conceptualize and produce 100+ branded assets including merchandise, patient education materials, intake forms, treatment documentation, and presentation decks, developing medical and expert-driven communications that support campaign objectives and clinic identity
- Manage multi-vendor creative projects, collaborate with freelance artists, develop patient-facing communications, and coordinate outreach across 20+ local pediatric practices to build referral pipelines and expand the patient base

School of Visual Arts | Production Designer & Background Artist | *Freelance* | *January 2025 – April 2025* | *New York, NY*

- Commissioned by an SVA senior filmmaker to design and produce 30 original interior and exterior set backgrounds, conducting research to authentically reflect the director's creative brief while managing a shared production schedule across a team of contributing artists to ensure on-time delivery

NY Moore Hostel | Reservations Coordinator | *May 2024 – April 2025* | *New York, NY*

- Produced original print and digital promotional materials including event posters and weekly flyers, researching and curating 100+ local events and tourism experiences to provide guests with diverse social outing options, while managing guest communications, scheduling, and daily operations as part of a collaborative team

Bergenfield Indoor Percussion | Digital Backdrop Artist | *Seasonal Contract* | *2022, 2023, 2024* | *Bergenfield, NJ*

- Contracted annually for three consecutive seasons to translate theme-based creative briefs rooted in original sheet music and program concepts into large-scale digital backdrop designs, executing original artwork at a print scale of 6 x 20 feet and refining designs through iterative director feedback to deliver final assets on deadline

New York Edge | Art Activity Specialist | *July 2022 – August 2022* | *New York, NY*

- Developed and delivered original art education curricula for 20+ middle school students across a six-week program, designing weekly hands-on lesson plans, instructional slideshows, and step-by-step art tutorials tailored to 6th through 8th grade interests and skill levels to drive engagement and creative participation

NewYork-Presbyterian | Medical Records Intern | *July 2021 – August 2021* | *New York, NY*

- Supported patient-facing communications and medical records workflows in the Emergency Department, processing paper-based documentation, conducting COVID screenings, and directly interacting with 10-20 patients per hour in a high-volume clinical environment, gaining firsthand exposure to healthcare operations and compliance protocols

Skills & Professional Development

Creative Tools Adobe Creative Cloud (Illustrator, Photoshop, InDesign, Premiere Pro, After Effects, Animate, Adobe Express), Canva, Affinity Suite, Figma, CapCut, Procreate, Blender

Business & Analytics Meta Business Suite, Google Analytics, Google Ads, Linktree, Pinterest, X (Twitter), Bluesky, Google Workspace (Docs, Sheets, Slides), Microsoft Office, Notion, GoDaddy, drChrono (EHR)

Core Competencies Paid social campaign management, copywriting, graphic design, short-form video production, content strategy, email marketing, campaign performance tracking, and patient-facing communications

Languages English (fluent), Tagalog (conversational comprehension)

Certifications & Affiliations HIPAA Certified · CMN (Certified Myopia Navigator), AAOMC · Webinar Attendee, Social Media Marketing in Optometry Today, April 2026, Dr. Nicholas Despotidis and Dr. Joseph Allen (Doctor Eye Health, 1M+ subscribers)

Education

Bergen Community College, Paramus, NJ | A.S. in Biotechnology, Natural Science and Math | September 2024 to Present

Relevant Areas of Study: Medical Terminology, Introduction to Bioinformatics, Introduction to Biotechnology

School of Visual Arts, New York, NY | B.F.A. in Animation | Coursework Completed | September 2021 to May 2024

Relevant Areas of Study: Visual Arts Marketing & Professional Practice, After Effects & Video Editing, Sound Design & Audio Production, 3D Modeling (Blender), 2D Animation, Illustration, Background Design & Composition