



aj hernandez

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Experienced UX Designer, Video Producer, and Brand Strategist

Creative and business-minded **digital, marketing, and communications strategist** with nine years of leadership and hands-on experience across a wide range of mediums, platforms, and industries. Effective team leader with a proven ability to meet business objectives through creativity and critical thinking to meet brand initiatives and accomplish successful organization-wide implementations. **Skills include:**

- Team management
- UI/UX Design
- iOS development/Xcode
- Branding & re-branding
- Final Cut Pro/Apple Motion
- Responsive/Mobile Design
- HTML5/CSS3/WordPress
- Salesforce & Salesforce Communities
- Force.com & Visualforce
- Marketing Cloud/Exact Target
- Video & Live Broadcasting Technologies
- Facebook Live and YouTube Live
- Social Media Management
- Adobe Creative Cloud
- Logic Pro
- Microphone/Recording Set-up
- DSLR/Cinema Camera Operation
- Photography/Video Lighting

Professional Experience

DP Technology (CAMARILLO, CA)
Marketing Strategist

April 2017 — PRESENT

- Developed and executed brand-driven design across communication mediums
- Led the firm-wide Salesforce implementation for sales and marketing
- Increased B2B lead generation and optimized reporting through Salesforce
- Implemented the strategic design for new corporate DNA messaging aimed at customers, partners, and resellers
- Unified 2017 white paper communication designs and enhanced accessibility with Salesforce Web-to-Lead forms
- Designed trade show booths for DMS 2017 in Tokyo, Japan and EMO 2017 in Hannover, Germany
- Managed the ESPRIT® World Conference 2017 mobile app for iOS and Android (powered by Microsoft Azure)
- Oversaw the creation of print and digital marketing materials for the ESPRIT® World Conference 2017
- Maintained brand consistencies across social media channels and campaigns

THE RONALD REAGAN PRESIDENTIAL FOUNDATION (SIMI VALLEY, CA)
Content Strategist

2015 — April 2017

- Maintained annual Apple Developer Program and Apple Developer Enterprise Program licenses
- Project managed digital education initiatives including WordPress implementations and customer loyalty cycles
- UI/UX designer for the Reagan National Defense Forum event app
- Designed and coded ReaganEDU, a social education platform built on Salesforce
- Prototyped the first Reagan Foundation employee iOS app powered by the Salesforce REST API
- Directed and oversaw live broadcast operations and crew
- Restructured email communications to follow modern design paradigms through custom Exact Target templates and training
- Researched and implemented new and strategic processes and business solutions
- Responsibilities include high-level multimedia projects, technology/media network implementations, commercials, documentaries, and mobile app/Salesforce development to increase ROI and conversion rates through enhanced UX

THE RONALD REAGAN PRESIDENTIAL FOUNDATION (SIMI VALLEY, CA)
Digital Media Designer/Video Producer

2010 — 2015

- Shot, directed, and edited more than 1,100 videos for YouTube and other social media outlets
- Grew the Reagan Foundation YouTube channel from 0 to 23k subscribers
- Provided content for the Reagan Foundation Facebook page which grew from 0 to 375k likes
- Conceived and launched four new weekly video series for social media
- Produced quarterly television commercials for museum exhibits
- Implemented broadcast technologies that saved \$120,000 over 5 years
- Directed a video crew for weekly live broadcasts
- Created annual budgets for the creative department



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Junior Graphic Designer

- Designed all magazine and newspaper ads
- Formatted and wrote copy for brochures and catalog layouts
- Photographed archived items and retail products (e.g. jewelry, clothing, and china)
- Provided print and digital graphic support for all museum exhibits
- Started the video production department that is responsible for video creation and broadcasting

AdLAB (BOSTON, MA)**2006 — 2008**

Art Director

- Designed award-winning advertisements for the Boston Underground Film Festival
- Created digital web advertisements for Toyota Scion

Education

CALIFORNIA LUTHERAN UNIVERSITY**2014 — 2017**

Master of Business Administration (Entrepreneurship)

BOSTON UNIVERSITY**2004 — 2008**

Bachelor of Science in Communication (Advertising)

APPLE CERTIFIED PRO**2012**

Final Cut Pro

Awards

FUSION DOC CHALLENGE**2014**

"On the Street and Under Feet"

BEST ART DIRECTION**2007 & 2008**

AdLab (Boston Underground Film Festival)

Civic Involvement

SIMI VALLEY NEIGHBORHOOD COUNCIL DISTRICT 1**2013 — 2015**

Board Member (Vice Chair)

SIMI VALLEY CULTURAL ARTS CENTER FOUNDATION**2011 — 2015**

Board Member and Director