



aj hernandez

(818) 554-6055 | aj@ajhernandez.com | ajhernandez.com | [linkedin.com/in/ajh10](https://www.linkedin.com/in/ajh10)

Marketing Manager & User Experience Strategist

Business-minded digital marketing and communications professional with ten years of leadership and hands-on experience. Effective strategist with a proven ability to meet business objectives through creativity and critical thinking to command brand initiatives and accomplish successful organization-wide implementations. **Skills include:**

- Team management
- Branding & re-branding
- Event planning
- SEO & UI/UX Design
- iOS development/Xcode
- Final Cut Pro/ Premiere Pro
- HTML5/CSS3/WordPress
- Salesforce
- Marketing Cloud/Exact Target
- Live broadcasting
- Facebook Live & YouTube Live
- Social media management
- Adobe Creative Cloud
- Logic Pro & audio recording
- DSLR/Cinema cameras
- Photography/video production

Professional Experience

DP TECHNOLOGY

Marketing Strategist (2017 — Present)

- Migrated 75,000+ records to Salesforce from four separate legacy systems without an implementation partner
- Spearheaded and executed the firm-wide Salesforce implementation
- Trained the North American and Asian sales teams with the Director of Sales, North America
- Integrated Salesforce with the global website to consolidate disparate systems and automate customer processes
- Increased B2B lead generation through targeted social media and email marketing campaigns
- Eliminated lead follow-up time with automated internal and external marketing processes
- Established automated scheduling of monthly sales and marketing reports
- Developed SEO strategies for the website rebuild
- Designed trade show booths for local and foreign markets including Japan, Germany, and Korea
- Oversaw the creation of marketing materials, graphic design, branding initiatives, mobile apps, and video production
- Filmed, directed and edited customer success stories in 4K and edited with Adobe Premiere and After Effects
- Helmed a centralized team responsible for establishing the vision, value, and positioning of the brand

THE RONALD REAGAN PRESIDENTIAL FOUNDATION & INSTITUTE

Content Strategist (2015 — 2017)

- Interfaced with politicians, actors, and corporate executives to produce videos, website content, and live events
- Devised IT solutions to support events such as the 2016 RNC Presidential Debate and the funeral of First Lady Nancy Reagan
- Led the growth of the Reagan Foundation YouTube channel from 21k to 31k subscribers
- Drafted and executed company-wide SEO practices
- 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 and the Employee iOS apps (social platforms built on Salesforce)
- Directed and oversaw live broadcast operations and crew
- Restructured email communications to follow modern design paradigms through custom Exact Target templates and training
- Responsibilities included technology/media network implementations, commercials, documentaries, and mobile app builds

THE RONALD REAGAN PRESIDENTIAL FOUNDATION

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 21k subscribers and Facebook page from 0 to 375k likes
- Produced quarterly television commercials for museum exhibits
- Implemented broadcast technologies that saved \$120,000 over 5 years
- Directed a video crew for weekly livestreams
- Created annual budgets for the creative department
- Managed content schedules for social media channels and launched new weekly video series for social media



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THE RONALD REAGAN PRESIDENTIAL FOUNDATION

Junior Graphic Designer (2008 — 2010)

- 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 UNIVERSITY

Art Director (2006 — 2008)

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

Education/Certifications

CALIFORNIA LUTHERAN UNIVERSITY

Master of Business Administration (Entrepreneurship)

BOSTON UNIVERSITY

Bachelor of Science in Communication (Advertising)

APPLE CERTIFIED PRO

Final Cut Pro

Awards

FUSION DOC CHALLENGE 2014

“On the Street and Under Feet” (2014)

BEST ART DIRECTION 2007 & 2008

Boston Underground Film Festival (2007 & 2008)

Civic Involvement

SIMI VALLEY NEIGHBORHOOD COUNCIL DISTRICT 1

Board Member & Vice Chair (2013 — 2015)

- Served in a leadership role for the city to filter community feedback of city policy for City Council consideration

SIMI VALLEY CULTURAL ARTS CENTER FOUNDATION

Board Member and Director (2011 — 2015)

- Implemented the Salesforce Nonprofit Success Pack for donor management
- Organized fundraising events for the Cultural Arts Center