



aj hernandez

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Design is everything.

Business-minded digital marketing and creative professional with 10+ years of experience who melds intuitive creativity with technological prowess to develop impactful campaigns. A.J. moves easily through all things digital, across all formats and platforms.

- Team management
- Branding & re-branding
- Facebook Ads
- SEO & UI/UX Design
- iOS development/Xcode
- Final Cut Pro/ Premiere Pro
- HTML5/CSS3/WordPress
- Salesforce/Marketing Cloud
- Live broadcasting
- Facebook Live & YouTube Live
- Adobe Creative Cloud
- Logic Pro & audio recording

Professional Experience

THE POLLACK PR MARKETING GROUP

Digital Practice Lead (2018 — Present)

- Oversaw the agency's digital marketing transformation through the implementation of new tools and technology
- Built start-up known as LAB186 including website and technology infrastructure as well as employees, clientele, and revenue stream
- Trained existing staff and the hired new team members in Los Angeles and New York
- Implemented Salesforce agency-wide for enhanced reporting and marketing automation
- Led the creative team responsible for website development, video production, photography, graphic design, print, and content creation
- Executed SEO and social media audits for agency-wide accounts
- Defined SEO and SEM guidelines for clients
- Developed PPC and paid social campaigns for multiple clients through Google Ads and Facebook Ads Manager
- Designed CAD product animations with Fusion, KeyShot, and Cinema4D
- Pitched and established new business for the agency totaling \$200k+ in additional revenue

DP TECHNOLOGY

Marketing Strategist (2017 — 2018)

- 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 for Fundraising
- 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

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