



aj hernandez

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Communication is everything.

Experienced and results-driven professional with a proven track record in developing impactful communication strategies across diverse industries. Expertise in branding, digital marketing, team management, and technological innovation. Adept at solving complex communication challenges and achieving outstanding results.

Skills: Adobe CC, Final Cut Pro, Salesforce, Blackbaud, Social Advertising, Web Development, Wordpress, Video Production, Design, SEO, & Writing

Dedicated to progress: I am passionate about cultivating and nurturing teams, shaping individual career trajectories, enhancing brand recognition, crafting compelling company narratives, and ultimately, contributing to bottom-line growth.

Professional Experience

Viewpoint School

Full Time • 2 yrs 3 mos

Director of Digital Marketing and Communications (September 2021 - Present)

- Directed CEO communications, including video production, social presence, and email
- Provided executive leadership in communication strategy resulting in a sustained increase in engagement and open rates (50% to 70% in 90 days)
- Maintained quality control of brand imagery as lead photographer/videographer and overseeing vendors as needed
- Drove a rapid 62% surge in school social media engagement within the first 90 days
- Achieved an 850% increase in LinkedIn page views and 776% more unique visitors during my tenure
- Effectively recruited and managed a skilled team, driving strategic communication initiatives, crisis management, and brand consistency
- Innovated assets and virtual experiences for enrollment initiatives, fueling growth
- Oversaw comprehensive communication efforts, including email, video, print, and social media campaigns
- Branded and led the creative for special events to insure consistency throughout the various touch points
- Crafted compelling copy for web, print, email, and social campaigns
- Strategically designed and developed the organization's new website, optimizing user experience and enhancing online brand presence

The John Thomas Dye School

Full Time • 2 yrs 4 mos

Web Developer and Communications Manager (June 2019 - September 2021)

- Designed and built the new school Blackbaud K-12 website and switched company systems from .com to .org
- Acquired and managed the school's Apple Developer License
- Developed internal apps with Xcode
- Filmed and edited 200+ videos to support parent education programming, school marketing material, and other communications using Premier Pro, Final Cut Pro, and After Effects
- Redesigned daily email communications for constituents
- Oversaw all digital communications (videos, landing pages, print material, etc.)
- Created written and visual content for the School's Facebook, Instagram, and LinkedIn accounts
- Acted as systems admin for our Google Workspace and databases, being a technical leader at the school

The Pollack Group

Full Time • 1 yr

Digital Practice Lead (June 2018 - May 2019)

- Enhanced existing pipeline as well as pitched and established new business for the agency at ~ \$250k
- Oversaw the agency's digital marketing transformation through the implementation of new tools and technology as well as training of existing staff and the hiring of new team members
- Built start-up known as LAB186 including website and technology infrastructure, employees, clientele, revenue stream, and marketing awards
- Managed employees in Los Angeles and New York
- Implemented Salesforce agency-wide for enhanced reporting and marketing automation
- Performed successful lead generation campaigns with integrated landing pages and automation
- Led the creative team responsible for web development, video production, photography, graphic design, print, and content creation for government, hospitality, non-profit, beauty and cosmetic, financial, and agricultural clients
- Defined SEO and SEM guidelines for clients and developed PPC and paid social campaigns
- Designed CAD product animations with Fusion, KeyShot, and Cinema4D

DP Technology

Full Time • 1 yrs 3 mos

Marketing Strategist (April 2017 - June 2018)

- Migrated 75,000+ records to Salesforce from four separate legacy systems without an implementation partner
- Spearheaded the firm-wide Salesforce implementation (trained the North American and Asian teams)
- Integrated Salesforce with 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
- Designed trade show booths for local and foreign markets including Japan, Germany, and Korea
- Oversaw the creation of marketing materials, graphic design, branding initiatives, 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

Full Time • 8 yrs 10 mos

Content Strategist (October 2015 - April 2017) • 1 yrs 7 mos

- Interfaced with politicians, actors, and corporate executives to produce videos, web content, and live events
- Devised IT solutions to support events such as the 2016 RNC Presidential Debate and the funeral of Nancy Reagan
- Led the growth of the Reagan Foundation YouTube channel from 21k to 31k subscribers
- 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)
- Restructured email communications to follow modern design paradigms with custom Exact Target templates
- Responsible for technology/media network implementations, commercials, documentaries, and mobile app builds

Digital Media Designer & Video Producer (October 2010 - September 2015) • 5 yrs

- 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 and oversaw live broadcast operations and crew
- Created annual budgets for the creative department
- Managed content schedules for social media channels and launched new weekly video series for social media

Junior Graphic Designer (July 2008 - September 2010) • 2 yrs 3 mos

- Designed all magazine and newspaper ads, brochures, and catalogs
- Photographed jewelry, clothing, and china for web and print
- Provided print and digital graphic support for all museum exhibits and live events
- Started the video production department that is responsible for video creation and broadcasting

Volunteering

Shero's Rise

Volunteer • 3 yrs 4 mos

Chief Innovation Officer (August 2020 — Present)

- Designed and coded Sherosrise.org
- Integrated website with Salesforce and Shopify
- Managed payment gateways and software contracts
- Configured and launched Salesforce Elevate without an implementation partner
- Created custom peer-to-peer giving pages and campaigns with countdowns, tallies, and totals
- Developed the technical foundation that allowed the organization to fundraise over \$250k in the first two years

Education

California Lutheran University

Master of Business Administration (Entrepreneurship)

Boston University

Bachelor of Science in Communication (Advertising)

