



aj hernandez

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Design is everything.

I develop impactful business solutions for brands. My experience cuts across a wide range of mediums, platforms, and industries including non-profit, IT, retail, education, entertainment, and manufacturing. I move easily through all things digital, across all formats and platforms.

- Blackbaud
- 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 John Thomas Dye School

Communications Manager (June 2019 - Present)

- 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
- Worked with Parents' Association to deliver 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

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 as well as 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
- Executed SEO and social media audits for agency-wide accounts
- 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

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

Content Strategist (October 2015 - April 2017)

- 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
- 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 with custom Exact Target templates
- Responsible for technology/media network implementations, commercials, documentaries, and mobile app builds

The Ronald Reagan Presidential Foundation & Institute

Digital Media Designer & Video Producer (October 2010 - September 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 & Institute

Junior Graphic Designer (July 2008 - September 2010)

- Designed all magazine and newspaper ads and formatted and wrote copy for brochures and catalog layouts
- Photographed museum items and retail products
- 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

Volunteer experience

Shero's Rise

Chief Data and Technology Officer (August 2020 - Present)

- Designed and built Sherorise.org (a Salesforce experience)
- Integrated website with Salesforce and Shopify (raised \$50k in 1st year)
- Managed payment gateways and software contracts

Awards

Fusion Doc Challenge 2014

"On the Street and Under Feet" (2014)

Best Art Direction 2007 & 2008

Boston Underground Film Festival (2007 & 2008)

