



aj hernandez

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Design is everything.

I develop impactful business solutions for brands. My experience cuts across a range of mediums, platforms, and industries including non-profit, IT, retail, education, entertainment, and manufacturing. I solve problems that my employer didn't even know they had.

- Blackbaud
- Branding & re-branding
- Facebook Ads
- SEO & UI/UX Design
- iOS development/Xcode
- Final Cut Pro/ Premiere Pro
- HTML5/CSS3/JS/WordPress/PHP
- Salesforce/Marketing Cloud
- Livestreaming
- Finalsite
- Adobe Creative Cloud
- Logic Pro & audio recording

Professional Experience

Viewpoint School

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

- Restructured email communications strategy resulting in increased engagement and open rates (from 50% to 70% in 90 days)
- Maintained quality control of brand imagery as lead photographer/videographer and overseeing vendors as needed
- Heightened School social media engagement by 62% in the first 90 days
- Increased LinkedIn page views by 850% and unique visitors by 776% during my tenure compared to the previous date range
- Hired and managed interns
- Created assets and virtual experiences specific to enrollment initiatives and programs
- Designed print materials for in-person shows and events
- Branded and led the creative for special events to insure consistency throughout the various touch points

The John Thomas Dye School

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
- 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

Volunteering

Shero's Rise

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 \$200k in the first two years

Education

California Lutheran University

Master of Business Administration (Entrepreneurship)

Boston University

Bachelor of Science in Communication (Advertising)

