

Cristina Hernandez

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EDUCATION

COLEGIO SAN IGNACIO DE LOYOLA

High School diploma
Graduation: 2008

NORTHEASTERN UNIVERSITY

College of Arts and Science.
Major: Communication Studies.
Concentration: Organizational Communication.
Minor: Business.

Boston, MA
Granted June 2013

MIAMI INTERNATIONAL UNIVERSITY OF ART & DESIGN

Bachelor in Advertising.
Major: Advertising.

Miami, FL
Expected Graduation Date Dec. 2017

WORK EXPERIENCE

Agencia Niños C.A.

Caracas, Venezuela
March 2015 – March 2016

- Directed photographic and audiovisual castings for print and TV commercials (Coca-Cola, Pampers, Pepsico).
- Photographed models in the studio for castings and portfolios.
- Managed the administration, paying models, taxes, wages, and overall office bills.

Ole Communications

Miami, Florida
April-July 2015

Marketing Intern

- Organized corporate trips and events for clients and affiliates of the organization
- Worked on brand awareness campaigns and new seasons premieres for different channels (Bio, History, H2, HBO A&E, among others)
- Benchmarked competitors' strategies to improve the mobile application of the company

Fox International Channels

Miami, Florida
July 2014 –April 2015

Marketing Coordinator Temp

- Coordinate with vendors and providers for the completion of product orders including invitations, gift bags, promotional material and decoration supplies for events.
- Handle the supply chain for the marketing department. This included inventory restocking, cataloguing, organizing and tracking supplies.
- Manage the transcription of creative briefs that served as scripts for both promotional and corporate events.
- Provided qualitative and quantitative analysis of final results to generate feedback on both event management and client satisfaction
- Serve as a consultant in matters of consumer marketing and event planning to both clients and agencies working with the channels
- Train outside vendors and agencies on Fox's strategies to assure goals were met on both product and service contracts.
- Translate documents, presentations and any other support material from Spanish to English and vice versa.

LANGUAGES

Spanish: First language. Write, speak, read and translate.

English: Fully fluent. Write, speak, read and translate.

COMPUTER SKILLS

- Proficient in Microsoft Word, excel, PowerPoint (PC and Mac), and Adobe (Mac- Illustrator and Photoshop)
- Wide knowledge in social networks, facebook, myspace, twitter
- Adobe (Bridge, Photoshop, Indesign, Illustrator)

COMMUNITY SERVICE

TECHO

Florida **Volunteer of the Non-Profit Organization**

Miami,
June 2013 – Present

- Hosted multiple events, such as fund raising, launching events, and promotional events
- Traveled to Haiti for a week and built houses for the residents at Duclos, one of the affected towns from the earthquake .