



STEVEN HERNANDEZ

StevenOmarH@gmail.com MAIP Fellow 2020 [LinkedIn](#) - [Website](#)

SKILLS

- Used Adobe Photoshop & Illustrator for on-hand graphics creation and editing for marketing materials and social media. Also used for volunteer projects like and fun. ([Edits & Originals Portfolio](#))
- Sought out Analytics Certifications through Google, Hootsuite, HubSpot Social Media & Content Marketing, and Facebook Blueprint.

EDUCATION

AUGUST 2018 – AUGUST 2020

BACHELOR OF SCIENCE IN ADVERTISING & MASS COMM W/ MINOR IN SPANISH,

TEXAS STATE UNIVERSITY – CUM LAUDE, SIGMA DELTA PI HONOR SOCIETY.

EXPERIENCE

SUMMER 2020

MEDIA BUYER & PLANNER, MAIP 2020

- Accepted into Multicultural Advertising Internship Program 2020 and selected by Mindshare, Chicago changed to Virtual Engagement Program due to COVID-19 pandemic.
- Engaged with 40+ ad agencies via Zoom video conferences
- Produced decks for Jiffy Lube, Citi, and Jaguar as a media planner and graphic designer.
- Used analytics from sources like University Reporter to create stories of our target audience. Placed 2nd overall in a group of 300+ with two out of three decks placing in finals.

OCTOBER 2013 – FEBRUARY 2017

MARKETING & DESIGN COORDINATOR, BETTY LASH SPA

- Created original marketing materials including posters, business cards, and brochures using Adobe Photoshop.
- Brought in \$40K+ monthly using advertising and graphic design to create building signage attracting new clientele.
- Responsible for maintaining and creating social media presence for business using Facebook, Instagram, Twitter, MailChimp and website.
- Helped develop and encourage brand mission statement.
- A go-to for any technical trouble that occurred in the business.

RELEVANT PROJECTS/ACCOLADES

SPRING 2020

**NATIONAL STUDENT ADVERTISING COMPETITION: 1st IN DISTRICT 10 & 2nd NATIONALLY–
MEDIA PLANNING**

SUMMER 2020

MAIP VEP 2020: 2ND PLACE OVERALL AD CAMPAIGN, 2/3 DECKS PLACING IN FINALS