



NICOLE HERNANDEZ

Communications Professional

Proven results-driven communications professional. Effective at research, outreach, fundraising, building teams, event planning, building social media campaigns, writing, and media production.

CONTACT

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EDUCATION

MASTERS OF ARTS VISUAL ANTHROPOLOGY

2013

University of Southern California
Los Angeles, CA

BACHELOR OF ARTS CULTURAL ANTHROPOLOGY MINOR: FILM & TELEVISION

2010

University of Southern California
Los Angeles, CA

Internship

On-Site Research, 2010 -2012
Los Angeles, CA
Qualitative Consumer Researcher

SOCIAL

f <fb.me/nicolehernandez>

📷 @nickled.n.dimed

🐦 @nickled_n_dimed

in /in/nicolehernandezmendez

EXPERIENCE

PUERTO RICANS IN ACTION

Co-Founder | June 2016 - Present

Successfully built a regional coalition to fundraise over \$100K for disaster relief efforts. Disbursed over \$20k in grants to grassroots organizations in Puerto Rico. Developed and executed disaster logistics procedures to ship and distribute 30k pounds of life-saving supplies. Partnered with local Federal Qualified Health Clinics to distribute Kohler Clarity Water Filters to 1,200 residents in the mountain town of Utuado, Puerto Rico.

EVENT MARKETING SPECIALIST

Los Angeles Department of Transportation | Mar 2017 - Present

Represent the city at community events providing excellent customer service, provide sales, and enroll seniors, students, and youth into special programs. Conduct target marketing. Create social media content and build brand awareness.

COMMUNICATIONS COORDINATOR

Pat Brown Institute for Public Affairs at Cal State LA | May 2015 - Present

Monitor local and state legislative affairs. Serve as press secretary, fulfill requests for interviews and write press releases. Monitor communication trends to develop and implement communication best practices to maintain consistency and to provide maximum results in branding, marketing, database maintenance, and in writing processes and procedures. Manage database team to ensure adequate media and communication records are maintained for maximum effectiveness in donor acknowledgment, marketing, and website development. Train and work with new staff, as appropriate.

Plan and execute communication strategies to meet and regularly exceed event marketing goals and data analytic milestones. Over a 25% increase in annual impressions and followers every year, for the past two years. Write and create all website and social media content. Serve as project manager for all audio/visual requirements, and communications collaterals for events of all sizes.

DIGITAL MARKETING CONSULTANT

Centro Neuromuscular del Caribe | Dec 2012 - September 2017

Increased impressions and followers by 150% on all channels. Owned all content creation and engagement with collectively 19k subscribers via Facebook, Instagram and Youtube.

SOCIAL MEDIA SPECIALIST

The Girls Education Initiative of Ghana | Dec 2014 - May 2016

ADMINISTRATIVE ASSOCIATE

The Broad Center | May 2014 - May 2015

AFTER-SCHOOL INSTRUCTOR

KIPP LA Prep | Feb 2014 - Jan 2015

CORE COMPETENCIES

Communication Strategy	Website Management	Brand Mangement	Soft Skills HTML
Social Media Platforms	Content Development	Constant Contact	Microsoft Suite
Database Management	Video Editing	Mailchimp, SEO	Fundraising
Adobe Creative Suite	Event Planning	Wordpress, Drupal	Conversational Spanish