

# Anais Hernandez

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Anais Hernandez (she/her/ella) is a passionate storyteller with a mission to ignite change through marketing communications, content creation and media. She is dedicated to crafting compelling narratives that resonate with audiences on a profound level. Her belief in the power of multimedia storytelling to effect change drives her pursuit of a role in a creative, purpose-driven agency where she can leverage her skills and uplift voices.

**Skills:** Confident communicator – Creative storyteller– Collaborative leader

**Values:** Ambitious – Creative – Community Empowerment

**Traits:** Passionate – Resilient – Empathetic – Goal oriented -- Charismatic

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## PROFESSIONAL EXPERIENCE

**Direction2Connections**, Pomona, CA

October 2023 – Present

### *Marketing Specialist- D2C Student Marketing Agency*

- Develop and execute impactful marketing strategies, driving significant results for diverse local businesses.
- Collab with the D2C teams and create creative approaches to each client's unique needs.
- Conduct thorough market research to stay ahead of industry trends and integrated findings into our marketing initiatives.
- Establish a relationship with clients, ensuring their goals are understood and met consistently.
- Assist in team and project coordination, ensuring tasks are completed on time and within budget.

**Writer & Content Creator**, Pomona, CA

June 2023 – Present

### *Student Assistant CPP's Department of Strategic Communications*

- Create short-form videos for web and social media.
- Research, interview, and write stories for print and digital channels for CPP's new website, PolyCentric, CPP Magazine, and other social media platforms.
- Generate captivating content for TikTok, Instagram Reels, and curated multimedia packages as a versatile storyteller.
- Utilized data and social media analytics via Sprout Social to improve content strategies, optimize engagement, and measure performance.
- Attend meetings with supervisors, department colleagues and clients.

**The Poly Post**, Pomona, CA

December 2021 – December 2023

### *Marketing & Social Media Manager for Cal Poly Pomona's student-run newspaper*

- Planned daily marketing content for Instagram Reels and Tik Tok, successfully increased followers by more than 450%, and grew engagement by over 350% with videos reaching over 200K views.
- Oversaw a team of 9 marketing interns and led creative marketing and communication strategies that increased engagement and views across social media platforms.
- Created and led promotional videos content across 4 social media platforms resulting in increased visibility of The Poly Post Newspaper.

### *Editor-in-Chief for the Bronco Guide Magazine*

- Editor-in-chief of The Bronco Guide (annual magazine for incoming students) where I collaborated with graphic designers, writers, and account executives to create stories that resonated with CPP culture.
- Led a creative team of 8 graphic designers that designed layouts and overall style/theme of the magazine.
- Spearheaded the editorial process by reading and copy-editing all stories, ensuring high quality content.
- Fostered collaboration with student writers to develop compelling story ideas that resonated with the university community.

### *Editor-in-Chief for La Voz de Pomona*

- Editor-in-chief of La Voz de Pomona, CPP's first Spanish-language news blog.
- Led a team of writers and collaborated with the creative director and copy editors to oversee The Poly Post's Spanish news section.
- Evaluated and selected newsworthy and timely content for publication.
- Edited stories following a Spanish AP Style guide and ensured accuracy and adherence to deadlines.
- Provided editorial guidance on article content, sources, and AP-style related questions.
- Developed bi-weekly budgets and source directory for writers to select stories.
- Collaborated closely with the Editor-in-Chief of the newspaper and section editors at The Poly Post to align strategies and goals.

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## *Staff writer*

- Researched topics related the campus community, planned and conducted interview with sources in-person and on zoom.
- Worked and communicated with fellow staff writers and the editorial team to byline stories.
- Experience with AP Style writing for news, arts and culture, sports and the opinion section of the newspaper.
- Deadline driven.

**NAI Media** Los Angeles, CA

September 2020 – February 2023

## *Influencer Marketing Specialist- Freelance*

- Strategically planned content for social media that aligned with influencers' brand.
- Optimized profiles across various platforms, ensuring consistency and maximizing visibility.
- Managed engagement groups on Instagram to increase interaction with followers.
- Conceptualized, created and curated visually appealing and engaging content for IG Reels.
- Filmed behind-the-scenes content and edited short reels for influencers.
- Managed and responded to audience interactions, comments, and messages, fostering a positive online community.

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## LEADERSHIP EXPERIENCE

- President's List (2022)
- Presidents Scholars (2022)
- Dean's List (2020-2023)
- The Poly Post (2021-2023)
- Research Inclusivity Program (2021- 2022)
- Hermanas Unidas (2022- present)
- Society of Professional Journalists (SPJ) (2021- present)
- Library Club President (2021-2022)

## LICENSES & CERTIFICATIONS

- Social Media Branding and Strategy (May 2023)
- Research Distinction (Badgr) (December 2022)

## UNDERGRADUATE RESEARCH

- [TikTok's Strategic Influence on Political Communication and Campaigns](#)
- Participated in a semester long research project with my academic advisor. My research was related to political communication, social media influence, political perception and the social media platform, TikTok. The study aimed to understand how short-form TikTok videos framed the 2020 presidential candidates and it's influence on campaigns and public discourse.

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## EDUCATION

**Cal Poly Pomona**, Pomona, CA

Expected Graduation May 2024

Bachelor of Science in Communication and Multimedia Journalism, Minor in Spanish.

Relevant Coursework: Online and social media, Business Spanish, International Marketing, News practicum, Data Journalism