

Resume: **YISELL HERNÁNDEZ**

TRUE REFINEMENT SEEKS SIMPLICITY

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OBJECTIVE: A position in marketing where I can make a difference using my hands-on, diverse and unique skills in all aspects of today's marketing campaign, branding, website development management, product evaluation, and print.

SUMMARY: Offering over 8 years of combined hands-on experience with a well rounded, comprehensive set of skills allowing me to assist in product or campaign development from concept to implementation including demographic media analysis by target group, consumer study analysis, adhering and managing budgets, hands-on art direction and graphic design, and resulting analysis based on performance metrics. Invaluable experience attained during the dotcom boom era allows me to have a unique set of diverse skills in website project management effectively communicating with developers, SEOs, GUI, designers as well as conceptualizing all facets of development.

Unique marketing campaign sensitivity to social consciousness as it relates to products, consumers, communities, and the environment resulting in enhanced public relations. Hands-on prepress and commercial printing experience increases my value-proposition in areas of trouble-free publishing, print buying and outdoor media where lowering budgets are critical. Additionally, presentation skills and product development solution-based critiques directly with product managers round out an attractive set of comprehensive skills necessary in today's multi-faceted marketing programs. Teamwork, solution-driven, and creativity are the drive behind my experience.

GENIUS KYE SYSTEMS AMERICA CORP. DORAL, FLORIDA 2005-PRESENT

Marketing Communications Supervisor:

- Accountable for strategic contribution and execution of advertising strategy (consumer and trade), in close collaboration with marketing and ad agency teams.
- Leadership skills to communicate target audience and brand vision, strategically and creatively, to all advertising channels.
- Knowledge of the advertising discipline including brand management.
- Develops advertising objectives based on predetermined business/marketing objectives.
- Develops and oversees execution of advertising plan.
- Understands traditional and new media and how they work:
 - ✓ Ability to evaluate totality of the media plan
 - ✓ Knowledge of media terminology
 - ✓ Knowledge of online advertising – including social media
 - ✓ Knowledge of SEO
- Stays on top of advertising/consumer trends to enhance ability to forecast opportunities based on fast-moving market/technological developments.
- Ability to measure effectiveness of advertising strategies and tactics and tie their effectiveness back to overall advertising, marketing and business objectives.
- Thorough working knowledge of the 5 creative brief process steps:
 1. Description of task
 2. Background on product/company
 3. Audience description
 4. Principal purpose of the communication
 5. Timeline
- Importance of and how to use it as a measurement tool to evaluate the creative product.
- Working knowledge of the production process and ability to manage it in online media, video handling, print, newspaper, billboards, POS, etc.
- Oversees the strategy, development, execution and evaluation of collateral materials and their fulfillment.
- Ensures all marketing materials support advertising objectives and are cost effective.
- Collateral materials analysis to determine results for business trends and identify opportunities for program development.

- Testing of “newer” media (a pre-determined percentage of resources should go against experimental vs. proven vehicles and growth vs. maintenance investments).
- Be open to frame and explore a broad scope of advertising/customer engagement/promotional opportunities consistent with our brand promise and positioning as well as advertising strategy.
- Strong management skills including the ability to delegate and multitask.

Marketing Specialist:

- Implementation of Latin America and US marketing communications strategies
- Product beta testing; research and analysis of industry trends and technology
- Market data analysis of survey results and contests
- Marketing budget implementation and management for Latin America
- Assist and support outside developers, media placement companies and agencies in Latin America
- Sales team support through promotions, campaigns and participation in US-based events
- Work closely with Taiwan-based headquarters to develop new marketing funds, product development and creative marketing materials
- Created and standardized a product review procedure for Miami-based office
- Market trend analysis include youtube.com generation, Google Adwords and video broadcasting
- Hands-on usage of the latest software and technology to achieve above average results in applications and web development
- Hands-on redesign of current and creation of additional websites include working with and assigning instructions to outsourced developer when needed, development of e-commerce integration: geniuseshop.com, geniusnetusa.com and genius-kye.com
- Full Web 2.0 and SEO driven web development efforts
- Design and produce multiple advertising pieces for online and print: magazine ads, billboards, bus wraps, brochures, trade show booth design for CES Las Vegas, Computex, Taiwan, Brazil Show 2007, catalogs, online banners in Flash, Flash video, sound, various print and radio campaigns, annual reports, posters, corporate identity packages and several others too numerous to mention
- Directly contributed to product retail packaging redesign and product ID in collaboration with Taiwan-based headquarters
- Responsible for enhancing existing interactive tools such as the firm’s websites, image branding, conferences and events while proposing innovative ideas
- Update and ensure that company image and data is up to date across all websites
- Created new format for research reports and a standard template that provides critical information consistency
- Involved with events planning in collaboration with others
- Provide early support of marketing information for new product launches

E&P PRINTING DORAL, FLORIDA 2004

Graphic and Prepress Manager:

- Film and platemaking output
- Postscript, high-resolution PDF workflow Direct communication with pressroom manager
- Managed job jackets and production department
- Responsible for planning, project timelines and production schedules
- Provide quality control throughout the entire production process
- Keep management informed of production status
- Improved workflow to increase efficiency
- Served in a production and creative capacity

PFAFFCO, INC. MIAMI, FLORIDA 2001-2002

Designer and Prepress Operator:

- Produced and designed corporate ID packages
- Maintained and updated hardware and software including imagesetter and maintenance of cross-platform systems in a networked environment
- Design and layout of corporate ID packages

**PRODUCTOPINION.COM
MIAMI, FLORIDA 2000**

Content Researcher:

- Contributed to the successful launch of the ProductOpinion website
- Designed logos and graphical elements
- As a computer team member, I was responsible for researching, writing reviews and buying guides for hundreds of computer related products

**FREELANCE EXPERIENCE
2000 - PRESENT**

Website Design and Development:

- aventuraconnects.com
- aventuramagazine.com
- aventuracityguide.com
- clickcityinfo.com
- aventuraphonebook.com
- opiniononesinternet.com
- pfaffco.com
- miashoes.com
- albitaonline.com
- robertopoveda.com
- cpmprint.com
- mediquebeautypads.com
- privatonebodyhairdie.com
- genius-kye.com
- geniusnetusa.com
- geniusheshop.com

SKILLS

- Analytical and problem solving ability.
- Presentation and public speaking.
- Bi-Platform: Mac OS X and Windows 2000-Vista desktop and networking.
- Productivity software Microsoft Office 2000-2007
- Excellent interpersonal ability.
- Detail oriented and ability to work independently in a multi-task environment while incorporating a professional image, positive attitude, and strong work ethic.
- Bilingual: English/Spanish.
- Ability to solve design issues on a project within budget.
- Strong creative conceptualization for print and web.
- Latest web development trends and software.
- Advanced knowledge of industry-standard creative software.
- High-resolution PDF workflow.
- Knowledge of prepress and commercial printing process.

EDUCATION

Miami International University of Art and Design
Miami Ad School (Miami Beach)