

Ashley Hernandez

ash.mariehe@gmail.com • (719) 229-3230

Professional Experience

FlatRate Moving: Aqua Moving, Elite Luxury Moving, Unpakt

New York City

Social Media Management / Marketing / Graphic Design / UX/UI Design

- Overseeing and maintaining all corporate social media profiles across all major platforms.
- Content creation encompassing photography and videography, including post production editing.
- Content writing, blog/article creation and editing with proficiency in SEO optimization.
- Expertise in graphic design of websites, logos, flyers, marketing emails and engaging social media visuals.
- UX/UI design initiatives, streamlining user experiences and enhancing interface aesthetics.

Forrest Renaissance Internship - HQ Pixel and Prelconic Streetwear

New York City

Social Media Content Creator / Creative Director

- Served as creative director for streetwear brand Prelconic, overseeing and shaping the brand's creative vision and identity.
- Content creator and social media assistant at HQ Pixel Studio, producing captivating content tailored for diverse social media platforms.
- Proficiently engaging in SEO article writing and web optimization, enhancing online visibility and search engine rankings.
- Employed graphic design skills to create visually appealing and on-brand materials for Prelconic.

And You Creations

Honolulu, Hawaii

Professional Photographer / Content Creator / Lead of Sales / Crew Member

Tours included: swimming with dolphins, whale watching, snorkeling with sea turtles, sunset party cruise and private events.

- Oversaw all creative operations pertaining to social media.
- Professionally captured photography and videography content both underwater and above, complemented by editing, and proficiently marketed and sold photo packages to guests.
- Merchandise sales team leader.

Education

Career Foundry

2022 - Present

UX/UI Design Certification

Shidler College of Business at University of Hawaii Manoa

2016 - 2021

Bachelor of Business Administration in Entrepreneurship

Technical Skills

- | | | | |
|---------------------------|-------------------------|------------------------|-----------------------------|
| • UX/UI Design | • Marketing Analytics | • Print and Web Design | • Leadership and Management |
| • Adobe Creative Suite | • Research and Analysis | • Interaction Design | • Business Development |
| • Social Media Management | • Email Marketing | • Visual Branding | • Networking |
| • Content Creation | • SEO Optimization | • Business Strategy | • Entrepreneurship |