

# Jennifer Hernandez

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TheStyleDeviant.com

## Experience

**Stylist Intern** Amazon.com Jeffersonville, IN 6/15- 8/15

*A studio where handbags, clothes, jewelry and accessories are photographed to sell on several e-commerce websites.*

- Styled about 70 products weekly, giving them a natural aesthetic by upholding high standards of quality and paying close attention to detail.
- Consulted the in-house style guide and intelligently improvised to arrange products with no guidelines.
- Organized and ordered styling tools. Prepared products and tidied up workspaces for stylists on set.
- Assisted photographers with lighting and edited photos on Capture One while styling on set.

**PR/Marketing Intern** UF Health Communications Gainesville, FL 8/14- 12/14

*The communications department for one of the leading group of hospitals in the Southeast.*

- Wrote news and feature stories on deadline for News & Notes, a newsletter read by about 12,000 employees.
- Interviewed doctors and researchers about projects and developments.
- Drafted press releases and media alerts. Helped coordinate and promote community events.
- Contributed blurbs for the newsletter and posts for the website.

**Writer/Copy Editor** Orange & Blue Magazine Gainesville, FL 8/14- 12/14

*A lifestyle magazine published bi-annually by University of Florida journalism students.*

- Wrote health and science feature stories. Pitched and researched posts for the blog.
- Copy-edited about 10 articles and blogs on a weekly basis.
- Styled and photographed a fashion spread. Collaborated with art director to design visuals for magazine stories.

**Reporter/Editor** WUFT News Gainesville, FL 1/14- 5/14

*An online, radio and TV news organization reporting on north central Florida.*

- Wrote local news stories on a weekly deadline for a website with about 50,000 average monthly viewers.
- Reported breaking news, sometimes editing stories for TV and radio.
- Worked with team to re-write and improve articles. Edited copy for accuracy, clarity and proper use of AP style.
- Wrote SEO headlines and captions. Promoted stories through social media.

**Editorial Intern** Whitehaus Media Group Miami, FL 5/13- 8/13

*A boutique publishing company focused on fashion, art, interior design and travel writing.*

- Wrote trend stories, blurbs and subheads for web and print for four unique publications.
- Edited on deadline and worked frequently on WordPress.
- Transcribed audio interviews.
- Contacted companies that fit each brand for features in the magazines.

**Reporter/Blogger** The Independent Florida Alligator Gainesville, FL 9/12-7/13

*One of the largest student-run newspapers in the country, with over 50,000 readers.*

- Contributed clear and concise local news stories for print.
- Pitched and wrote posts for *Alligator Blogs* on fashion, beauty and health. Included several graphics with all posts.
- Maintained the humorous, conversational tone young audiences prefer, without compromising the facts.

## Education

University of Florida, Class of 2015  
Bachelor of Science in Journalism

## Involvement

Society of Professional Journalists  
Quidditch at UF  
UF Voices for Planned Parenthood  
Florida Magazine Student Association  
Gators Salsa Club  
University Minority Mentor Program

## Skills

-Fluent in Spanish  
-WordPress, Adobe Suite and Capture One  
-Handy with a DSLR camera  
-Impeccable communicator and listener  
-Proactive problem solver/ Maintains positive attitude  
-Organized, detail-oriented and manages time successfully  
-Succeeds independently and thrives in teams

