

# MATEO HERNANDEZ

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## EDUCATION

**New York University, Tandon School of Engineering**, New York, NY  
*Bachelor of Science: Integrated Design Media*

May 2027

*Relevant Coursework: Programming & Problem Solving, Introduction to Engineering & Design, Web Development, Creative Coding, Ideation & Prototyping, Problem-Solving Using XR*

## RELEVANT EXPERIENCE

**Vertically Integrated Project**, New York, NY

August 2024 - Present

NYU Digital Media Intellect: *Data Analyst, Post Production Editor*

- Developing and executing social media marketing strategies for increased audience engagement across platforms like Instagram and TikTok, enhanced content reach and engagement by **25%**, and reel engagement by **300%**
- Analyzing social media metrics to assess the performance of campaigns, providing insight for continuous improvement and strategic adjustments
- Developed and managed a dynamic editorial calendar with various teams, ensuring timely and consistent delivery of content aligned with audience interests and strategic goals
- Utilizing video design skills via Adobe Premiere Pro and Adobe After Effects to create visually compelling content

**Admissions Ambassador**, New York, NY

August 2023 - Present

*Undergraduate Admissions Ambassador*

- Deliver presentations and guidance to over **10,000** attendees at admissions events, enhancing audience engagement and showcasing strong communication and public speaking skills
- Responding to **100+** student and parent inquiries, documented interactions using Slate software, and managing communications through the Cisco Finesse system
- Rebuilding the Admissions Ambassador Website to be used by **300+** faculty and students, utilizing HTML/CSS
- Handpicked to handle graphic design projects outside of core responsibilities

## ADDITIONAL EXPERIENCE

**Introduction to Engineering & Design**, New York, NY

Fall 2023

*Green-Tech Project: Head of Design*

- Designed and conceptualized an eco-efficient building that met specified criteria, and successfully achieved **3** planning milestones and **2** benchmark assessments
- Utilized Revit software to effectively build a 3D building model, based on the principles of sustainability
- Met LEED Gold Accreditation for the building model; incorporating **2** extra LEED prerequisites, employing the principles of design, construction, and maintenance

**City of Hope**, Pasadena, CA

June 2022 - August 2022

*Organic Chemistry Research Assistant*

- Assisted in the purification process of anticancer drug AOH1996 variations, utilizing equipment such as the Rotary Evaporator, CombiFlash RF+ Chromatography System, and Gel Electrophoresis
- Analyzed the design and synthesis of **3** different AOH variations of the parent compound AOH1996
- Presented AOH1996 research to **150+** faculty, medical professionals, lab members, and community participants

## LEADERSHIP & PROFESSIONAL DEVELOPMENT EXPERIENCE

**Upward Bound Math & Science**, Pasadena, CA

October 2020 - August 2024

*LASIF Scholar*

- Completed intensive summer programs focused on advanced math and science training
- Participated in year-round academic instruction, tutoring, counseling, and mentoring
- Received targeted education and counseling to enhance financial and economic literacy as a student
- Received scholarship funding to enhance economic and financial literacy

## TECHNICAL SKILLS

**Software:** Adobe Creative Suite (Premiere Pro, Photoshop, Lightroom, After Effects) Microsoft Office, Blender, Canva, Final Cut Pro, Unity, Revit

**Coding Languages:** HTML, CSS, Python, Javascript(P5.js, React.js)

**Equipment:** Rotary Evaporator, CombiFlash RF+, Canon Camera,