

# MAXIE HERNANDEZ

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## EDUCATION

### Wyncode

Immersive boot camp for web development & software engineering

Graduation:  
August 2016

### Florida International University

Bachelor of Science:  
Journalism and Mass Communication with a Concentration in Advertising

Certificate:  
Event & Meeting Planning

Minor:  
Art Photography

Graduation:  
May 2013

Clubs:  
SPC Marketing Coordinator

## SKILLS

### Languages, Frameworks & Gems:

Ruby, JavaScript, HTML, CSS, Ruby on Rails, Sinatra, jQuery, Bootstrap, bcrypt, RSpec, Capybara, HTTParty, Nokogiri, OmniAuth

### Technologies:

OOP, MVC, Git, Command Line, AJAX, Agile, Heroku, JSON

### Other:

Project Management  
Photography  
Basic Photoshop  
Social Media



## JOB EXPERIENCE

### Career

#### Aramark – 2014 - 2016

##### **Promoted: Cigna National Marketing Manager**

- Oversaw 16 locations in planning and implementing marketing
- Created rigorous health standards and worked with a chef to create an innovative program to measure employees' eating habits and promote healthier choices
- Managed customers' feedback and increased both overall and service satisfaction by 25%
- Contributed to writing, editing and presenting quarterly business reviews
- Received *Excellence Award* for performance

##### **Catering Manager at the LVCC**

- Worked with national and international clientele including Sony, Steve Madden, Panasonic, Canon, Audi, GoPro, Ford, NASCAR and others
- Managed staff of 50+ union employees, supervisors and visiting managers
- Worked in sales and concessions to understand the challenges of both and find solutions to help all departments work together seamlessly
- Organized the catering department by creating timelines and operating procedures that ensured standards and deadlines were being met

#### Bill Hansen Catering – 2011 - 2014

##### **Banquet Server**

- Executed hundreds of large and small events
- Gained comprehensive knowledge of food and beverage preparation, service standards, guest relations and etiquette

#### Pepsi O.N.E. – 2009 - 2012

##### **Brand Ambassador**

- Promoted and sampled coconut water to increase awareness and sales at large scale events

## REFERRALS

Available Upon Request

### Internships

#### CBS – 2013

##### **Account Executive (Campaigns)**

- Designed an integrated communications campaign for client
- Led a team of 6 students including a researcher, PR representatives, a media director and designers

#### Greater Miami Convention & Visitors Bureau – 2013

##### **Digital Communications/Social Media Marketing Communications Intern**

- Worked with digital media team to manage 4 social media accounts and the company's website

#### The Evans Group – 2011

##### **Accounts Management Intern**

- Assisted with client planning, brand strategy and new business efforts

#### Allied Integrated Marketing – 2011

##### **Intern/Street Team**

- Assisted in executing studio directives, developed local grassroots promotions and events

#### South Beach Comedy Festival – March 2011

##### **Comedy Central and Live Nation Intern**

- Worked with the Festival's PR team on site and assisted backstage production
- Checked-in comedians and executives at performance venues and official after parties