

MAXIE HERNANDEZ

Phone: 786.514.8310
Email: maxinehernandez@hotmail.com

Twitter: @MaxieMhmm
Website: maxiehernandez.weebly.com

EDUCATION

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:

English and Spanish

Technology:

Basic Photoshop

Social Media



MS Office Suite

Other:

Public Speaking

Presentations

Project Management

Problem Solving

Photography

REFERRALS

Available Upon Request

JOB EXPERIENCE

Career

Aramark – March 2014 - Feb. 2016

Promoted: Cigna National Marketing Manager

- Managed/supported 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%
- Supported in 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 – Dec. 2011 - Feb. 2014

Banquet Server

- Gained comprehensive knowledge of food and beverage preparation, service standards, guest relations and etiquette

Pepsi O.N.E. – Dec. 2009 - Dec. 2012

Brand Ambassador

- Locally sampled and promoted coconut water to increase awareness and sales

Internships

CBS – Jan. - May 2013

Account Executive (Campaigns)

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

Greater Miami Convention & Visitors Bureau – Jan. - May 2013

Digital Communications/Social Media Marketing Communications Intern

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

The Evans Group – June - Nov. 2011

Accounts Management Intern

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

Allied Integrated Marketing – May - Sept. 2011

Intern/Street Team

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

South Beach Comedy Festival – March 2-6, 2011

Comedy Central and Live Nation Intern

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