

manuelhernandez

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education

THE UNIVERSITY OF TEXAS AT AUSTIN
Bachelor of Science, Advertising

MAY 2012

- [TexasMedia](#); [Texas Interactive](#); [Business Foundations Program](#)

experience

LATINWORKS

Digital Ideation Intern - Anheuser-Busch, Chevrolet, Kimberly-Clark, Mars, Marshalls, Unilever

FALL 2010

- Created a quick-turnaround mobile and Facebook campaign for Marshalls that was presented to and loved by the client
- Put together a deck for a Chevrolet presentation detailing online/mobile hispanic trends in 2010 that was used as the foundation for the official LatinWorks "Hispanics 101" deck
- Researched and analyzed current Hispanic and General Market trends along with a ROI and presence of brands in the social media landscape to develop new digital media business opportunities for existing and new business pitches through social media, interactive, and mobile marketing venues
- Served as the media and account planner for our intern group's comprehensive digital campaign for Pull-Ups

GSD&M IDEA CITY

Media Intern - AARP and Air Force

SUMMER 2009

- Created weekly positioning reports, pacing reports, client POVs, and flowcharts for client presentations
- Pulled competitive information from AdViews, Atlas, AdWords, and AdBuyer
- Worked on an interactive Google Maps project featuring Idea City employees' favorite places to hang out, which served as a prototype for their current interactive Google Map located on the [GSD&M homepage](#)

FREELANCE WORK

Graphic Designer, Web Designer, Web Developer

SPRING 2009 – PRESENT

- Designed, developed, and maintain various Wordpress-powered websites — [CornucopiaPromo.com](#)
- Increased the total unique monthly visitors for the [Communication Council](#) website by 50% through the new design, which resulted in a record high number of applicants for the Fall 2009 semester

academic projects

JCPENNEY CAMPAIGN FOR AAF'S NSAC

UT Honors Campaigns (AAF National Student Advertising Competition), Course

FALL 2010 – SPRING 2011

- Worked as a team to develop a national, fully integrated marketing campaign targeting women 25-34 for JCPenney, including creative, media, partnerships plus an enhanced digital and in-store experience — [First Place District 10](#)
- Constructed a holistic media plan built around engagement, buzz, cohesion and utility that would continuously and effectively reach the target where they already are through multiple touch points and allowed JCP to continue their forward-thinking digital approach through the emphasis of digital media tactics and utilization of mobile platforms such as a partnership with Shazam and The Bachelor/Bachelorette, "interactive digital closet" bus stop shelter takeover, JCP mobile app addition using image recognition software, unique Pandora takeover and Groupon — [Best Media Plan District 10](#)

ACCOUNT PLANNING

UT Account Planning, Course

SPRING 2011

- Teams were given weekly marketing problems and a set amount of class time to gather insights, develop a communication strategy, write a brief, come up with rough creative concepts and present to the class
- Presented our strategies as a team to McGarrah Jessee for Whataburger and SicolaMartin for AT&T

MEDIA PROJECTS

UT Advanced Media Strategies, Course

SPRING 2010 – FALL 2010

- Team worked to bring ShopAcrossTexas.com to the next level by implementing a fully integrated media effort emphasizing user interaction through the use of a mobile app, blog strategy reassessment, local content expansion, and intensified search and social efforts – Giraffe Award
- Worked on a team to strategically prepare a comprehensive eight-month media plan on a defined budget to potentially introduce another Half Price Books store near the Phoenix area — [Red Bull Group Presentation Winner](#)

skills

COMPUTER

Mac & Windows; Microsoft Office; Photoshop, Illustrator, InDesign, Flash, Premiere; XHTML, CSS, Social Media; working knowledge of PHP, MySQL, & Javascript (jQuery)

RESEARCH

Atlas, Ad*Views, AdBuyer, SMRB, MRI, TNS, Nielsen, SRDS, SQAD, NetView, eMarketer; Google AdWords, Trends, & Insights; Microsoft adCenter; Yahoo Search Marketing

LANGUAGE

Fluent in Spanish



affiliations

TEXAS ADVERTISING GROUP

Executive Director of Special Events 2011

- Coordinated national networking agency trips
- Top Pointer Spring and Fall 2010

TAGLINES

National Student Adv. Competition

- District 10 First Place
- District 10 Best Media Plan

COMMUNICATION COUNCIL

Multimedia Chair Spring 2010

- Commie of the Semester
- Top Pointer Spring 2010