



LEYDA HERNANDEZ

NEW YORK CITY

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EDUCATION

MASTER OF SCIENCE | Integrated Marketing Communications | West Virginia University

BACHELOR OF ARTS | Public Relations | Florida State University

BACHELOR OF ARTS | Studio Art | Florida State University

MINOR | Psychology | Florida State University

ASSOCIATE OF ARTS WITH HIGH HONORS | College Academy at Broward College

EXPERIENCE

ADJUNCT FACULTY | New York University (NYU) | New York City | May 2015 – Present

DMMK1 - Digital Analytics

DGTA1 - Measuring Marketing Campaigns Using Digital Analytics

ADJUNCT FACULTY | Fashion Institute of Technology (FIT) | New York City | Jan 2015 – Present

AC 111 - Advertising and Promotion

DIRECTOR OF MARKETING | Priori Legal | New York City | Aug 2014 – Present

DIRECTOR OF MARKETING COMMUNICATIONS | Chocomize | New York City | May 2013 – July 2014

PR & SOCIAL MEDIA MARKETING MANAGER | Purebred Breeders | Cooper City, FL | March 2012- May 2013

MARKETING ASSISTANT | Purebred Breeders | Copper City, FL | Oct 2011 – March 2012

DEVELOPMENT SPECIALIST | Platinum Fundraising | Miami-Dade/Palm Beach, FL | Jan 2010 – Dec 2010

DEVELOPMENT

PUBLIC RELATIONS INTERN | Ron Sachs Communications | Tallahassee, FL | May 2009 – June 2009

VIEWS SECTION CONTRIBUTING WRITER | FSView Newspaper | Tallahassee, FL | Jan 2009 – May 2009

SALES, PUBLIC RELATIONS INTERN | Netphiles, Inc. | Tallahassee, FL | Jan 2009 – April 2009

INTERNATIONAL RELATIONS INTERN | City Council of Valencia | Valencia, Spain | Aug 2008 – Dec 2008

COMMUNICATIONS, MEDIA RELATIONS INTERN | Leon County Schools | Tallahassee, FL | May – July 2008

SPEAKING

MODERATOR/PANELIST | FindSpark 'Find & Follow Your Passion' Conference | New York City | Apr 2015

Mix Up the Suit & Tie: The Value of Creatives in Corporations

CONFERENCE SPEAKER | NYU Digital Analytics Conference | New York City | Feb 2015

Using Digital Analytics in Industry Verticals



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CONFERENCE SPEAKER | Customer Engagement World | New York City | Nov 2014
Using Analytics to Inform Your Customer Engagement Strategy

CONFERENCE SPEAKER | Customer Engagement Technology World | New York City | Nov 2013
E-Commerce Marketing for B2C & B2B

GUEST LECTURER | Baruch College Summer Leadership Academy | New York City | July 2014
Brand Loyalty Beyond Reason | An Examination of Emotional Competitive Advantage

GUEST LECTURER | Baruch College Summer Leadership Academy | New York City | July 2013
Finding a Market for your Business Idea

LEADERSHIP

EVENTS TEAM | StrategyHack | New York City | Feb 2015 - Present

EVENTS TEAM | Startup Grind NYC | New York City | Nov 2014 - Present

STATE SCHOLARSHIP RECIPIENT | Florida Public Relations Association | Florida | June 2009

VP OF PROGRAM DEVELOPMENT, PR & WEB DEV CHAIR | Sigma Lambda Gamma | May 2007 – May 2009

LANGUAGES

ENGLISH | Native | **SPANISH** | Fluent | **PORTUGUESE** | Elementary

SPECIALIZATIONS

Integrated Marketing Communications | Brand Equity | Direct Marketing | Market Research/Analysis | Creative Execution | Internal Communications | Public Relations | Emerging Media & Markets | Crisis Communications | Social Media | SEO & SEM | E-Commerce & Website Optimization | Project Management | Event Planning | Team Building | Lead-Generation | Public Speaking | Training | Online Advertising | Strategic Partnerships

TECHNOLOGIES

Basecamp | Trello | Salesforce | Magento | Wordpress | HubSpot | SproutSocial | Hootsuite | CisionPoint & Vocus | Mailchimp | Google Business Apps | Google Analytics | Adwords | Moz | Raven Tools | Adroll | Facebook Ads Manager | Basic HTML & CSS | Windows & Mac OS | Adobe Creative Suite: Photoshop, Illustrator, Indesign | Microsoft Office: Word, Powerpoint, Excel

CERTIFICATIONS

GOOGLE ANALYTICS INDIVIDUAL QUALIFICATION | License 01608841

INBOUND CERTIFICATION | Hubspot