



## LEYDA HERNANDEZ

NEW YORK CITY

954.294.7818 | [Leyda.h.v@gmail.com](mailto:Leyda.h.v@gmail.com) | [@LeydaHV](https://www.linkedin.com/in/LeydaHV) | [LinkedIn](#)

### 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



## LEYDA HERNANDEZ

NEW YORK CITY

954.294.7818 | [Leyda.h.v@gmail.com](mailto:Leyda.h.v@gmail.com) | [@LeydaHV](https://www.linkedin.com/in/leydahv) | [LinkedIn](#)

**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