

America Hernandez

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EDUCATION

The University of Texas at Austin	Bachelor of Science in Advertising at Moody College of Communications - Texas Creative Portfolio Program	May 2024
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EXPERIENCE

Gallery Guide – <i>Wonderspaces; Austin, TX</i>	Nov. '23 - Present
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- Educated visitors about art pieces and individual artists
- Conveyed safe art interactions and check-in process for visitors
- Completed turning on and off art pieces through respective software handling

Museum Experience Assistant & Camp Educator – <i>Thinkery; Austin, TX</i>	Nov. '23 - Nov. '24
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- Designed and delivered STEAM based hands-on activities for campers
- Facilitated group discussions and projects highlighting the diverse needs and interest of campers
- Assisted with workshops and educational programs i.e. SAFE

Copywriter – <i>Texas Creative Portfolio Program; Austin, TX</i>	June '23 – May '24
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- Partnered with art director to research and produce creative strategy
- Wrote and executed campaigns for brands of choice

Copywriting Intern – <i>THIRD EAR; Austin, TX</i>	June '23 – Nov. '23
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- Conceptualized pitch decks for: M&M's, Lays, Pollo Loco, Knorr
- Developed copy and/or translations for: Humana, M&M's, Snickers
- Executed social media campaign for online art exhibition i.e. All Ears

LEADERSHIP EXPERIENCE AND ACTIVITIES

Zine Co-Designer – <i>Dell Technologies; Integrated Communications Class</i>	Jan. '24 – May '24
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- Designed a 70+ paged zine as a substitute take home deck
- Consolidated insights put together by strategy, accounts, media, and creative teams

Head Composer – <i>Middle Names, dir. Karla Villegas</i>	Jan. '24– May '24
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- Produced two instrumental pieces based off directors base idea

Radio Broadcaster – <i>KVRX 91.7FM</i>	Jan. '21 – May '24
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- Launched and hosted interest-themed radio shows each semester
 - All or Nothing, Free for All, Chapter 999, & The Time Capsule [x2]
- Operated radio mixer broadcast console and automation software live on air

Head Composer – <i>Mr. Sandman, dir. Karla Villegas</i>	Jan. '24– May '24
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- Produced one instrumental piece based off a participants recorded story

ADDITIONAL INFORMATION

Skills: Adobe Premiere Pro, InDesign - MS Word, PowerPoint - Canva - Final Cut Pro X - GarageBand

Language: Bilingual in Spanish - Learning Portuguese

Interests: Writing - Traditional Art in Education - Sports Motifs - Typography - Civil Rights - Music Production