

# Mariel Hernandez

## Art Director

### How and where to find me

Miami  
marielartdirector@gmail.com  
(786) 444 0566  
www.marielhernandez.com

### Things I can do

Photoshop  
Illustrator  
InDesign  
Premier  
After effects  
Photography  
Prompting

### I can speak

English  
Spanish  
Spanglish

### People who would recommend me

**Virgilio Flores** | Creative Director **ALMA DDB**  
305-560-7614 - virgilio.flores@almaad.com

**Alexa Urra** | Assistan Academic Director **FIU**  
305-348-6623 - aurra@fiu.edu

**José Benitez** | Professor **Miami Ad School**  
786-757-6907 - jose@arbolcg.com

### Achievements

**Top Dog Awards - GOLD WINNER**  
Miami Ad School 2023

**The One Club Awards - MERIT WINNER**  
The One Club Miami 2023

**Work Publication - ADS OF THE WORLD**  
Sounds of Pleasure 2023

**Florida International University**  
Assistanship Award 2022

**UPSA University**  
Student Faculty Member  
Excellence Scholarship 2015  
Excellence Scholarship 2016

### Places where I learned things

#### United States

**Florida International University**  
Global Strategic Communication Masters Degree

#### **Miami Ad School**

Art Direction Program

#### **GUT**

School of Gutsy Advertising

#### Argentina

#### **Brother Buenos Aires**

Community Management and Digital Content Course

Digital Marketing Course

Creativity in Advertising Course

#### Bolivia

#### **UPSA University**

Bachelors in Graphic Design

#### **Cenace**

Marketing and Social Media Content

#### **Lino Photography**

Intensive Photography Course

#### **Profesional Insight**

Video Editing in Adobe Premiere Course

### Places where I gained experience

#### United States – Miami

#### **Alma DDB Agency - Spring 2023 Intern**

As an intern at Alma, I collaborated closely with a copywriter to generate innovative ideas for brands such as Crest, Riviana, Cascade, Change de Ref, and MSK. I contributed proactive concepts and actively participated in real client projects, such as social media campaigns and print ads gaining invaluable experience and insights.

#### **Florida International University - Currently**

My responsibilities include monitoring tutor performance, reviewing submissions, providing feedback, and assisting with events.

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### Voluntary Work

#### *Circulo de Creativos USA / Art Director*

As a dedicated volunteer at Circulo Creativo, I have contributed my skills and creativity to develop visual content and print media for various events organized by the organization. Working collaboratively with the Circulo Creativo team, I have played a key role in enhancing the branding and promotional materials for events, ensuring their effectiveness in engaging the target audience.

### Personal Interests

Bachata Dancer  
Ad events attendee  
Online learning

### Places where I gained experience

#### **Bolivia**

#### *UPSA University / Graphic designer*

My first job ever as a graphic designer, did some editorial work, discovered that I can do lettering with chalk.

#### *Elifat Audiovisuales / Art Director Assistant*

My first taste of the ad world, I was in a lot of video productions, became an art director assistant, they taught me a lot of video editing, photography, and motion graphics, the food was my favorite part tho.

#### *Centro Boliviano Americano / English Teacher*

Became an English teacher and learned how to deal with groups between 20 to 30 people of different ages, from 6 y/o to 50+ y/o, I learned a lot from my students and developed "super powers" in the process, amazing hearing, vision and strong patiente.

#### *Freelancer / Plastica Studio*

Covid hit so I opened my own studio, helped a lot of entrepreneurs creating branding and social media content.

#### *UPB University / Marketing team Producer*

Started my journey as a video and photography producer at the university.

#### *Volvo Group + John Deere / Graphic Designer*

Part of the marketing team, created social media content, print media, videos, photography, motion graphic, a little bit of everything. I learned a lot about trucks, if you ask me the parts of a truck and how much they cost, I probably would tell you.