

Yesenia Hernandez

Creative/Copywriter

CONTACT

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EDUCATION

- Miami Ad School: Copywriting Portfolio, 2006-2008
- Florida International University: BS in Communications, 2001-2003
- Miami-Dade College: AA Psychology, 1998-2000

EXPERIENCE

- Team One: Internship, Los Angeles, 2008
- Saatchi & Saatchi: Classes, New York, 2007
- LDWE: Internship & Classes, New York, 2007
- Saatchi & Saatchi: Internship & Classes, London, 2007
- BBH: Classes, London, 2007
- Lean Mean Fighting Machine: Classes, London, 2007

WORK

- Ronin Advertising Group: Jr. Account Executive, Miami, 1/05-8/06
- Children's Home Society of FL: Assistant to the Dir. of Development, Miami, 9/03-1/05
- Creative On Demand: Creative Services Manager, Miami, 5/02-11/02

TV, RADIO, FILMS  
AIRED

- Denver, Colorado (radio): Lexus Club, March 2008
- Edit by Getty Images (webzine): Control RMX, January 2007
- Current TV (t.v.): Toyota Yaris, October 2006
- Sunrise Cinemas (theatre): The Pich: A musical Comedy, August 2006

AWARDS

- Miami Ad School Gold: Steinway & Sons, March 2008
- Miami Ad School Gold: Dil of Dlay, March 2008
- Miami Ad School Gold: Fibersure, March 2008
- Miami Ad School Silver: Crest Glide, June 2007
- Top Dog Award: Jet Blue, March 2007

SKILLS

- Bi-lingual (Spanish/English)
- Lateral thinking
- Writing TV Show/Movie Treatments
- Adobe CS2
- Final Cut Pro
- Broadcast & Print Production