



ARIANA HERNANDEZ

Profile

A reliable employee that demonstrates a high level of versatility in any given environment. Incredibly passionate about enhancing communication and providing solutions. Committed to bringing a professional and positive mindset into any situation. Motivated to strengthen relationships and exhibit success in the workplace.

EXPERIENCE

COMMUNICATIONS ASSOCIATE

Chicago Bulls | Chicago, IL | Sept. 2023-May 2024

- Crafted press releases, media kits, briefs and other materials to enhance brand storytelling and convey key messages.
- Compiled clips of media coverage, curated coverage reports and maintained media lists to foster campaign initiatives.
- Curated and supported internal communications such as bi-weekly newsletters and monthly speaker series to enhance employee engagement.
- Aided all communications efforts for the Chicago Bulls' inaugural Ring of Honor through alumni outreach, ceremony materials and execution of all event strategy.
- Managed booking requests for event photographers and pregame guest experiences including parking, credentialing and court access.

MARKETING COMMUNICATIONS SPECIALIST

Elevate Public Relations & Marketing | Roseville, CA | June 2022-Oct. 2023

- Built media packages in support of specific strategic initiatives.
- Wrote and distributed press releases, event alerts and other media communications to promote clients.
- Assisted with the organization and execution of private, company and client events.
- Developed content for client social media sites.
- Created graphics, content calendars and other marketing materials.

ADMINISTRATIVE ASSISTANT

Meridian MedLegal Management | Roseville, CA | Jan.-Sept. 2023

- Assisted in the coordination and execution of marketing events for physicians and attorneys to enhance networking.
- Oversaw Independent Medical Examinations to ensure professionalism.
- Maintained records and files to promote efficiency.
- Supported office staff with business-related tasks to establish high-level organization.

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🌐 arianalhernandez.com

EDUCATION

SACRAMENTO STATE UNIVERSITY

B.A. of Arts and Letters in communication with an emphasis in public relations
summa cum laude
August 2021-May 2023

PR SIMULATIONS

Certificates of Completion:
Mimic Public Relations, Mimic Media Planning and Mimic Marketing
July 2022

CALIFORNIA DEPARTMENT OF REAL ESTATE

DRE #02142903
July 2021

SIERRA COLLEGE

A.A. of Liberal Arts in communication studies
January 2020-December 2020

SKILLS

- Strong written and verbal communication
- Detail-oriented
- Press releases
- Public relations
- Problem-solving
- Organized project planning and execution
- Proficient with Microsoft software and Canva
- Media monitoring
- Newsletter software - Stensul and Constant Contact
- Social media

AFFILIATIONS

Alpha Phi Fraternity, California Scholarship Federation