



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

SEASONAL COMMUNICATIONS ASSOCIATE

Chicago Bulls | Chicago, IL | Sept. 2023-Present

- Crafting press releases, media kits, notes and other materials to enhance communication.
- Assembling and maintaining media lists to ensure beneficial media relationships.
- Compiling clips of media coverage and curating media coverage reports to highlight department success.
- Developing copy for the Chicago Bulls' LinkedIn account to showcase organizational growth.
- Managing department calendar to encourage team cohesion.

INTERN

Elevate Public Relations & Marketing | Roseville, CA | June 2022-Present

- Building media packages in support of specific strategic initiatives.
- Writing press releases, event alerts and other media communications to promote clients.
- Assisting with the organization and execution of private, company and client events.
- Developing content for client social media sites.
- Creating 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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Rocklin, CA

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

SAN DIEGO STATE UNIVERSITY

August 2019-December 2019

SKILLS

- Strong written and verbal communication skills
- Active listening
- Adaptable
- Relationship building
- Problem-solving
- Organized project planning and execution
- Proficient with Microsoft software and Canva
- Social media management

AFFILIATIONS

Alpha Phi Fraternity, California Scholarship Federation