



# ARIANA HERNANDEZ

## EXPERIENCE

### Phoenix Suns | Phoenix, AZ

#### COMMUNICATIONS INTERN | DEC. 2024-PRESENT

- Drafting press releases, briefs, pitches, talking points and other communications materials to drive media coverage and amplify brand messaging.
- Managing internal communications efforts such as bi-weekly newsletters and team member communication strategies to reinforce org-wide collaboration.
- Utilizing media monitoring platforms to develop in-depth coverage reports and analyzing key trends and insights for executives.
- Providing on-site logistical and strategic support at key business events such as press conferences, community events, games and player appearances.

### Meridian MedLegal Management | Remote

#### EXECUTIVE ASSISTANT | OCT. 2024-PRESENT

- Directing property management initiatives, overseeing project timelines, budgets and vendor relationships for optimal performance and project execution.
- Completing expense reports as well as composing and preparing confidential correspondence to ensure efficiency.
- Coordinating events and conferences, managing all logistics and execution.
- Developing and maintaining relationships with key clients and external partners to support business growth and strengthen professional networks.
- Arranging detailed travel plans, itineraries and agendas for the CEO to enhance time management and productivity.

### Chicago Bulls | Chicago, IL

#### COMMUNICATIONS ASSOCIATE | 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.
- Aided all communications efforts for the Chicago Bulls Ring of Honor through alumni outreach, ceremony materials and execution of all event strategy.
- Curated and supported internal communications such as bi-weekly newsletters and monthly speaker series to enhance employee engagement.
- Managed booking requests for event photographers and pregame guest experiences including parking, credentialing and court access.

### Elevate Public Relations & Marketing | Roseville, CA

#### MARKETING COMMUNICATIONS SPECIALIST | 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 and maintain media relations.
- 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.

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📍 Phoenix, AZ  
OPEN TO RELOCATION

## 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
- Social media

## AFFILIATIONS

Alpha Phi Fraternity, California Scholarship Federation