

_EDUCATION

ArtCenter College of Design | Pasadena, CA
Bachelor of Fine Arts Degree | Advertising



_EXPERIENCE *So-cal born n' raised*

Art Director - BARÚ Advertising | Los Angeles, CA | January 2024 - Present

Create marketing campaigns for a diverse client base that speaks to multicultural and underserved audiences. Lead the design work for a client's social media presence and pitch new ways to improve visual branding. Assist with the evolution of the BARÚ brand, brand guidelines, design materials, and overall strategy. Design custom pitch decks for new business and brainstorm potential business opportunities for BARÚ to explore.

Clients: First 5 LA, First 5 CA, Del Real Foods, Covered California, CSUF

Jr. Art Director - RPA Advertising | Los Angeles, CA | Mar. 2023 - Dec. 2023 (Contract)

Art directed marketing campaigns and assets for various clients in collaboration with copywriting partners. Created pitch decks to present ideas clearly to Creative Directors and offered ideas beyond the brief to better the agency and its clients, encouraging out-of-the-box thinking to stay on the pulse of culture. Provided revisions efficiently to meet tight deadlines, while staying thorough and detail-oriented. Produced social media campaigns and worked on film sets to bring ideas to life.

Clients: Honda, Farmers Insurance, ARCO, ampm, RPA | **Recognitions:** Little Black Book

Creative Director - Path To Progress | Remote | February 2023 - Present

Oversee the Path to Progress creative team by providing feedback and insight to match the tone of content with the organization's overall messaging strategy. Ideate, design and produce content from start to finish to be posted across social media and webpages. Plan events, assist in collaborations with other organizations and influencers, create endorsements, and draft policy proposals for the White House. Update brand guidelines to keep the brand evolving, and plan overall strategy to ensure goals are being met.

Recognitions: Teen Vogue, The Washington Post, Politico, The Associated Press, The Hill

Freelance Art Director & Copywriter - ADB Stay Strong | Remote | 2019

Art directed, wrote, and designed an ad campaign for a client's personal training business in Belgium. Pitched the idea in a video presentation, which was chosen by the client from among classmates. Researched and communicated with vendors for materials.



ANNA HERNAND

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I'm proud of my native Angelino roots. The innovation and diversity found in its culture drives me, inspiring the type of work I produce. I don't settle for more of the same, I'm a forward thinker who sees potential for growth. I'm very excited about the future of marketing and I look forward to a day when all are represented and to see how new ideas and values influence our work.

I believe creativity is a super-power that must be used for good.

One thing I'm not afraid of is pushing boundaries and, as Apple once said, to "Think Different."

An LA woman dreaming big...

_SKILLS



Professional: Art Direction, Copywriting, Campaigns, Concept Development, Design, Strategy, Business, Digital, Social Media Marketing, Branding, Storytelling, Activism, Presenting, Video Production, Deck Design, Research, and more.

Software: Adobe Suite, Microsoft Office Suite, AI Platforms, Chat GPT, Midjourney, Google Workspace, Keynote, Bluescape, and more.

Personal: Communication, Leadership, Flexibility, Teamwork, Empathy, Multitasking, Time Management, Organization, Problem-Solving, Work Ethic, Positive Attitude, Motivation, Resilience, Patience, and more.



...I love challenging myself and pushing myself outside of my comfort zone. Exercise, adventure and mindfulness have always been a huge part of my life. You can find me boxing, practicing yoga, rock climbing, surfing, hiking, biking, skiing, or somewhere in the middle of a meditation.