

Maria Elena Hernandez

Internet Marketer/
Digital Content Producer

CONTACT INFORMATION

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 @malenam

AWARDS

Multiple wins in the Texas Association of Press Broadcasters Online/Special Content category

- [Trafficked: Web of Despair](#)
- [High School Football Coverage](#)
- [Heart of the Valley: Diabetes](#)

REFERENCES

Letters of recommendation are available at malena.me/recommendations.html

EDUCATION

- 2010 ● **Master's Degree - Internet Marketing**
Full Sail University (GPA 3.96)
- 2007 ● **Bachelor's Degree - Interdisciplinary Studies**
University of Texas - Brownsville (GPA 3.6)
Upper-level courses in Computer Information Systems Technology, Technology Education Training, and Business Management
- 2000 ● **Associate's Degree - Radio-TV-Film Technology**
San Antonio College (GPA 3.9)

EXPERIENCE

- 2017 - 2011 ● **Digital Media Director**
KRGV-TV (Weslaco, Texas)
Oversee digital strategies and operations, including website, apps and social media platforms; track analytics for sales and news departments; train digital contributors; coordinate with third-party developers; create special web sections for news reports and station projects
- 2011 ● **Technical Writer (Temp position)**
University of Texas - Brownsville (Brownsville, Texas)
Review, edit and update documentation for procedures and projects
- 2010 - 2006 ● **Web Content Coordinator**
KRGV-TV (Weslaco, Texas)
Write news reports for website; cut and post video; assistant with web ad trafficking; track web statistics
- 2006 - 2004 ● **Television Production Technician**
Harlingen Consolidated Independent School District (Harlingen, Texas)
Record, shoot, and edit news stories and programs; program weekly schedule; supervise student workers
- 2004 ● **General Assignments Reporter/Photographer**
San Benito News (San Benito, Texas)
Write news articles, including feature stories; photograph events; assist in proofreading and publication layout

SOFTWARE KNOWLEDGE

Windows, MacOS, Microsoft Office, Adobe Premiere, Photoshop, Google Analytics, DoubleClick for Publishers, content management systems