

Marco Hernandez

Recent Advertising & Public Relations Graduate Working in Municipality Marketing

Parlier, CA

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Portfolio: <https://www.minusmarco.com/>

SKILLS

Soft Skills - Communication · Vitality · Leadership · Discipline · Professionalism

Hard Skills - Graphic Design · Campaign Planning · Videography & Photography · Video Editing

Software - Canva · Adobe Premiere Pro · Monday.com · CapCut · Wix · Microsoft Suite · X · TikTok · Meta Business Suite · Instagram · Facebook

WORK EXPERIENCE

City of Fresno PARCS - *Services Aide*

OCT 2023 - PRESENT

- Creation of marketing materials like flyers, social media graphics, PSAs, videos, and marketing campaigns
- Photograph participants, activities, programs, parks, and facilities
- Assisted in tabling and representing PARCS at events
- Work on CRM systems and software services such as Meta Business Suite, Microsoft Suite, Canva, Monday.com, MailChimp, & CapCut.

The Collegian at Fresno State - *Advertising Coordinator*

JAN 2025 - DEC 2025

- Sold advertisements with four businesses and one campus organization totaling over \$4,000 in revenue.
- Executed documentations like insertion orders, invoices, and contracts for businesses.
- Reviewed 14 resumes and interviewed 4 advertising coordinator applicants resulting in two strong coordinators who will continue working with The Collegian to 2027.

The Big Fresno Fair / Cohen Communications - *Marketing & Communications Intern*

SEPT 2024 - NOV 2024

- Created 19 total social media posts resulting in over 4,000 likes and over 350 shares.
- Assist five different media outlets, including Univision and Telemundo, by helping reporters gather interviews with attendees or officials on the grounds & offer context to

these attendees on what the interview is about. Informed media of any newsworthy aspects about the fair that they can report on.

- Facilitated seven special events by providing exceptional customer service to the public on what activities are on for the day.

City of Fresno Business Tax - YJCP Participant (Intern)

AUG 2022 - OCT 2023

- In-person customer service & Spanish translator for many of our customers and also assisted my coworkers when they were helping a Spanish-speaking customer.
- Business license application assistance
- Account management
- Helped on specific tax supervisor projects such as vetting reports and licensing of Airbnbs in Fresno
- Executed basic administrative duties such emailing, logging my hours, attending team meetings, and digitizing old business applications

UNPAID EXPERIENCE

Minus Marco - Freelance Video Game Journalist

FEB 2025 - PRESENT

- Write stories focusing on youth, small, or minority communities in or around the gaming industry and gaming culture, published on my Substack
- Create videos enhancing my stories to go more in-depth of the meaning, examples, or thoughts on my articles, published on my YouTube
- Promote to social media my coverage with CTA to visit my YouTube & Substack

Public Relations Student Society of America (PRSSA), Fresno State Chapter - President

MAY 2025 - DEC 2025

- Lead overall operations of the chapter.
- Executed the structure and roles for our seven committee members.
- Communicated with the chapter by collecting over 30 emails from four campus events and six different classroom visits.
- Sent 11 weekly emails to inform chapter of events and new information.
- Created four client relationships with Kappa Sigma at Fresno State, Bee Sweet Citrus, AVI Robotics, & The Giving Machine.

Clovis Rodeo / Vista Consulting - Service Learning Student

MAY 2025 - DEC 2025

- Lead a team of 10 students distributing duties like graphic design, data analysis, media, and platform specialists.
- Created a creative campaign to revitalize their X (formally Twitter) social media page alongside making content for their TikTok page.
- Created 9 TikTok videos with a few earning over 20,000 views.
- Doubled up follower counts on TikTok from 900 up to 1,883 on TikTok & increased X's followers from 4 to 87.
- Created schedules based on overall student availability.

EDUCATION

Fresno State - *BA Media, Communications, & Journalism: Advertising & Public Relations*

JAN 2024 - DEC 2025

GPA: 3.75

Selected for Dean's List from Spring 2024 to Spring 2025.

Fresno City College - *AA Journalism For Transfer & CSU GE*

AUG 2020 - JUL 2023

GPA: 3.75

Selected for Dean's List in Fall 2020 and Spring 2023.

LANGUAGES

English - *Advanced at speaking, reading, & writing.*

Spanish - *Proficient at speaking. Below average at reading and writing.*