



L. Natalie Hernandez

7179 S. Lincoln Way
Centennial, CO 80122
lnataliehernandez@gmail.com

EDUCATION

Colorado State University – Fort Collins, Colorado; Dec. 2014
Bachelor of Arts, Cum Laude

- Double degree in Journalism & Media Communication and French Languages, Literatures & Cultures
- Minor in Spanish Languages, Literatures & Cultures

Université de Pau et des Pays de l'Adour – Pau, France; Mar. 2013

- Certification in French business communication, Paris Chamber of Commerce and Industry – Level B1
- Diploma in advanced French language – Level C1

EXPERIENCE

WildRock Public Relations & Marketing – Fort Collins, Colorado; Jan. 2015 – present
Consultant

- Conducting market and business development research, updating website, creating case studies, creative writing and proofing of write-ups, blogs, eNewsletter content, etc.
- Fostering media relations via media list building, press release writing, event/tradeshows planning and marketing, online project and contact database management

PR Intern Aug. 2014 – Dec. 2014

- Maintained website, created business development collateral, conducted market research, created media lists, updated social media sites and created campaign plans
- Office management: ordered/stocked office supplies, assisted in preparation for client meetings, typed up notes and ran errands for the office

Custom Alaska Cruises – Juneau, Alaska; Summer 2014
Steward

- Waited on up to 12 guests total, worked closely with chef to provide impeccable meal services, coordinated with five-member crew to ensure guest safety and entertainment
- Assisted in boat safety, maintained highest level of interior/exterior vessel aesthetic presentation

Citylife Magazine – Chiang Mai, Thailand; Summer 2013
Editorial Intern

- Conducted field research and interviews, wrote articles, copyedited, worked on deadline
- Updated social media sites daily, collaborated with coworkers to translate content, participated in team meetings to generate ideas, worked closely with photography & design team to create magazine cover

Chaan School – Siem Reap, Cambodia; Summer 2013
Volunteer English Teacher

- Developed uniform teaching curriculum to help future volunteers
- Taught three classes per day, each with an average of 20 students ranging in age from 4 to 25-years-old
- Lessons focused on phonetics and promoting student speaking

Private English Tutor – Pau, France; Fall 2012

- In-home language tutor to two Argentine students
- Focused on using games and interactive activities to encourage and facilitate comfort with speaking English

SKILLS

- Languages: Advanced oral and written French and Spanish
- PC/Macintosh: MS Office, Adobe Photoshop, InDesign, Dreamweaver
- Programs: WordPress, Cision, MailChimp, Buzzstream, Hootsuite