



DEREK J. HERNANDEZ

Outcomes-Minded Creative
& Mission-Driven Marketer



CONTACT INFO



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EDUCATION

Bachelor of Science, Marketing,
University of Nebraska-Lincoln

WORK EXPERIENCE

FOUNDING MARKETER // KNACK // 2022-PRESENT // REMOTE

- Established the marketing function at Knack Technologies, Inc.
- Oversee B2B and B2C marketing strategies focused on driving business growth and building brand awareness

FACULTY DIRECTOR OF STRATEGY // JACHT AGENCY @ UNIVERSITY OF NEBRASKA-LINCOLN // 2022-PRESENT // LINCOLN, NE

- Help student-led client teams develop strategic advertising and public relations campaigns for agency clients

DIRECTOR OF BRAND & CONTENT // MENTOR COLLECTIVE // 2020-22 // REMOTE

- Managed the brand across all channels and business functions
- Owned the content strategy and execution across all marketing channels and activities

MULTIPLE LEADERSHIP ROLES // HUDL // 2015-20 // LINCOLN, NE

- As Head of Brand Marketing: Created programs and told stories that raised awareness, interest and affinity for the Hudl brand
- As Global Brand Manager (aka Creative Director): Led a team of designers, content creators and marketers in delivering a cohesive, compelling and purposeful brand journey for Hudl's target audiences
- As Content & Public Relations Lead: Directed team of content marketers to produce content that generated leads, brand awareness and sales results



Intrigued? Visit derekjhernandez.com to learn more about my 17-year career.

SKILLS

- Account-Based Marketing
- Adobe Creative Suite (After Effects, InDesign, Illustrator, Photoshop, Premiere Pro)
- Branding & Identity
- Copywriting
- Marketing Automation (Hubspot, Marketo)
- Paid & Organic Social Media
- Search Engine Optimization