



ANTHONY HERNANDEZ

WRITER | STORYTELLER

I practice the word and make up stories for fun

LET'S TALK

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MY WORK

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SMARTS

ARIZONA STATE UNIVERSITY
Bachelor of Arts
English - Creative Writing

ABOUT ME

Exceptional content can't be created in a box. Creativity needs air. Cognizance and foresight are essential.

I specialize in this kind of marketing content. Everything web, print, social, video and more; I'll build your brand, edit your site content, strategize the hell out of things – I'm not pigeonholed. Writing is life. Brevity, my mantra.

EXPERIENCE

SENIOR COPYWRITER | University of Phoenix
APR 2016 - PRESENT. Edited and created content for web and creative teams. Developed strategy and wrote content for major marketing initiatives – including the Student Section, a finalist for Best Content Marketing Program in Education at the 2017 Content Marketing Awards.

ASST. EDITOR & FILM CRITIC | Arizona Latinos
NOV 2014 - FEB 2017. Proofed/edited a range of articles for online publication. Attended press screenings and wrote film reviews for publication, as well as articles related to industry news and the awards circuit.

COPYWRITER | MOOSE advertising
JUN 2012 - JUL 2016. Co-owner working as copywriter for freelance agency. In addition to self branding/promotion, we worked with several local clients to provide a range of marketing services.

COPYWRITER | LaneTerralever
OCT 2014 - NOV 2014. Contract work as copywriter, researching and writing blog content for client: Cable One – with focus on small business consumers.

COPYWRITER | Gate6
FEB 2014 - JUL 2014. Project based contract developing website content for digital storage solutions client: Drobo. Continued work with the agency's other clients as needed, including several initiatives for blogging, email, social, video and web.

COPYWRITER | Ad 2 Phoenix
APR 2013 - APR 2014. As a member of the board – I assisted in the re-positioning & re-branding of Ad2Phoenix as copywriter, which included the creation of new, engaging content for print promotions, email and web.