

# Anne S Hernandez

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**Overview** A proven marketing and communications professional with superior client service, brand strategy and project management skills. Has built a reputation of successfully delivering projects on time and within budget. In current role as Marketing Officers responsibilities include ensuring that all marketing and communication pieces are on brand.

**Experience** **Sunnybrook Foundation** 2015 - present

Sunnybrook Foundation exists to support the advancement of a world-class health sciences centre, through active fundraising in support of research, education and equipment initiatives at Sunnybrook.

Marketing Officer

- Support the organization by implementing marketing activities through a wide range of media.
- Develop and implement fundraising support materials.
- Lead the project management, production and distribution of a broad spectrum of targeted print publications.
- Ensure brand consistency in all marketing and communication materials.
- Develop event marketing materials.

**Mamone & Partners**

2003 - 2015

A design firm whose mission for the past three decades has been to inspire engagement at the point of contact between the customer and the brand.

Account Director, 2013 - present

Senior Account Supervisor, 2010 - 2013

Account Supervisor, 2006 - 2010

Account Manager, 2003 - 2006

- Specialize in retail marketing; current/previous clients include Brookfield Properties, Birks Jewellers, Mayors Jewelers (US), Bayview Village, Ivanhoe Cambridge, Yorkdale and Danier Leather.
- Brief creative teams for print, digital and broadcast projects.
- Photo shoot production.
- Oversee the training of Account Coordinator.
- Budget management and full print production of direct mail, point of purchase, advertising, brochures and catalogues.
- Press approvals.

Accomplishments:

- Established strong client relationships that have resulted in long-term client retention.
- Developed and manages the company's social media content strategy.
- Strategized with First Canadian Place team to restructure communications to target key Millennial segment.
- Restructured the Birks and Mayors Jewelers (US counterpart) retail catalogues into a more strategic and effective vehicle during a difficult economic climate.

**Artshouse Communications Inc.**

2001 - 2003

Full service agency specializing in point of purchase marketing.

Production Manager, 2003

- Managed the design studio, including recruiting freelance designers.
- Managed all aspects of print production from concept to delivery.

Account Manager, 2001 - 2002

- Managed the agency's largest client, Evian, Danone Waters of North America.
- Worked out of both the Canadian and US offices.

**Experience Continued****Avid Media**

2002 - 2003

Publisher of consumer magazines with a combined readership of 6.3 Million. Avid Media was bought by Transcontinental Inc. in 2004.

Production Assistant for four national publications: Canadian Gardening, Canadian House and Home, Canadian Home Workshop and Outdoor Canada.

**Art Gallery of Ontario**

1996 - 2000

One of the largest art museums in North America.

Production Coordination - Design Studio, 1997 - 2000

Public Affairs Assistant, 1996

**Education****University of Toronto**

2015

Digital Marketing Management Certificate

**Institute of Communications Agencies (ICA)**

2009

Communications & Advertising Accredited Professionals (CAAP)

**Centennial College**

1997

Print Production for Desktop Publisher

**Centennial College**

1996

Diploma in Corporate Communications

**Skills**

Experience working in the fields of Retail, Entertainment, and Publishing. Experience in Public Relations and Photo Production Management.

Experience managing both union and non-union personnel.

Proficient in Microsoft Office, Quark Express and Adobe Acrobat. Working knowledge of InDesign, Adobe Photoshop and Illustrator.

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