

BRENDA HERNANDEZ

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PROFILE

- Copywriting professional with 5+ years of experience writing compelling copy for web content, videos, press releases, newsletters, podcasts, campaigns, blogs, and social media - with an emphasis on storytelling, audience relatability, and growth.
- Highly skilled in copywriting, feature writing, copy editing, proofreading, content development (blog posts, presentations, landing pages, email newsletters), creative writing, storytelling, podcast production, hosting, communications, and long-form interviews.
- Possess strong knowledge of content strategy, marketing, social media ads, search engine optimization (SEO), media production, building/managing creative teams, and social media.
- Academic background in Communications and Social Media. Fluent in English and Spanish.

EXPERIENCE

Podcast Producer — *Tom Ferry*

Sep 2019 – March 2021

- Produced the Tom Ferry Podcast Experience, including but not limited to writing promotional materials, developing content calendars, publishing four daily podcast shows, organizing the podcast format/material, creating audio promos to increase event ticket sales, and determining areas of emphasis.
- Collaborated with cross-functional teams (marketing and sales) to optimize our website and paid landing pages for growth.
- Responsible for writing show intros/outros, show notes, episode descriptions, and proofreading show metadata before publishing.
- Managed the daily production needs (scripting, editing, and booking) of the Tom Ferry podcast.
- Served as a key partner on the podcast team, participating in the selection of guests and topics, host prep, and show research.

Achievements:

- Maintain high standards for audio quality, contributing to the rank of Top Ten Business Podcasts via Podbean and Top 100 Business Podcasts in Apple Podcasts.
- Increased downloads by 900% by maintaining high standards for content and audio quality.
- Developed original ad ideas and copy and increased revenue for ticket sales by 80%.
- Optimized the Tom Ferry podcast for growth & visibility by uploading episodes to all major podcast platforms with their appropriate tags.

Founder, Producer & Host — *Ellas*

March 2019 – Present

- Produce and host a bi-weekly career podcast featuring Latinas who are making an impact in their careers and paving the path for our current and future LatinX generations.
- Develop written content to promote new episodes through email newsletters and social media (LinkedIn and Instagram).
- Lead the production of episodes, developed show intros/outros, and created episode descriptions/show notes.
- Create digital assets for social media, shape episode concepts, manage marketing and promotion of episodes, select guests/topics, and upload episodes to podcast platforms with appropriate tags.
- Ensure all content remains authentic to the brand and aligns with the mission of amplifying LatinX voices.

Achievements:

- Successfully founded *Ellas* in 2019 and garnered relationships with 50+ women to bring their voices to life in bi-weekly episodes.
- Secured features in three major outlets, including Los Angeles Times en Español, VoyageLA, and Latina Podcasters.
- Achieved a #135 rank in Apple Podcasts and generated 10k downloads with an engaged audience worldwide.

Junior Copywriter — *Tom Ferry*

April 2019 – Sep 2019

- Developed content strategy roadmaps to support digital content (i.e., videos and podcast shows), generated content ideas and viable channels and crafted engaging blog posts to increase podcast and newsletter subscriptions.

Editor and Head Writer — *Young Ignorantes*

August 2018 – Sep 2019

- Oversaw editorial submissions, edited and proofread materials, managed social channels, and organized interviews for print and web.

EDUCATION

University of California

Developing a Social Media Strategy (Certification)

2018

Universidad Del Valle de México

Bachelor of Sciences in Communication

Dec 2015

ADDITIONAL INFORMATION

Skills: Feature writing, editing, proofreading, podcasting, scriptwriting, transcription, storytelling, hosting, interviewing, and recording.

Expertise: ProTools, Microsoft Office Suite (Outlook, Word, PowerPoint, and Excel), Google Applications.

Certifications: Developing a Social Media Strategy by UCI - Division of Continuing Education