

Karla Hernandez

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SKILLS

Bilingual (Spanish), on-air broadcasting, creative script writing, content creation, audio editing and production, podcast/interview/event hosting, WideOrbit, advertising, client relations, social media

EDUCATION

Arizona State University, Tempe, AZ - *B.S. Communications / Minor in Public Relations and Strategic Communications (August 2014 - December 2017)*

EXPERIENCE

Audacy B96 WBBM- FM, Chicago, KAMP-FM, Los Angeles, KALV-FM, Phoenix - *On-Air Personality*
January 2019 - PRESENT

- Co-hosted a morning radio show in Los Angeles from Aug. 2020 to Jan. 2021, Phoenix from Jan. 2019 to July 2023, and in Chicago since April 2022.
- Researched trends, and topics to create storylines and questions that encourage listeners to engage with content on social media, and on air.
- Created social media graphics and content that summarized local news, and events for over 241k followers across TikTok, Instagram, and Facebook.
- Led weekly creative strategy/content meetings for future radio shows, podcasts, and social media.
- Authored, produced, and directed weekly scripts for daily show bits.
- Starred in, edited, produced, and uploaded 10 podcast episodes weekly.
- Ran contests for major partners, record labels, and clients that provided tickets and unique experiences for listeners.
- Wrote, recorded, edited, and produced 5-10 on air commercials for clients weekly.
- Conducted and participated in 50+ interviews for community partners, artists, actors, and clients.
- Attended and hosted over 100 in person remotes/events/concerts/fly-away promotions to create content for clients and facilitate in person giveaways.

KAZT-TV (AZTV) CHANNEL 7, Phoenix - *Sales and Research Assistant*
July 2018 - January 2019

- Analyzed Nielsen ratings to find positive trends that facilitated sales to potential clients.
- Created presentations for senior account executives with curated content for clients.
- Assisted the Marketing department by creating, updating, and reviewing presentations for philanthropic campaigns, and social media.
- Assisted daily with national and local copy by managing incoming spots.
- Completed and sent +10 pre/post logs to clients weekly.
- Administrative and front desk duties.

CBS Radio, Phoenix - *Promotions and Programming Assistant*
Aug 2017 - January 2019

- Coordinated 100+ events such as concerts, remotes, radio experiences, contests, giveaways.
- Facilitated communication between sales, promotions, and clients to ensure successful events that helped elevate the brand, and grow client retention rates.
- Conducted competitive analysis using proprietary software to generate insights for performance improvement (NDA signed, no further explanation may be provided).