**Ernio Hernandez**

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WRITING | BLOG/ CONTENT CREATION | COPY EDITING

SOCIAL MEDIA SPECIALIST

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CORE SKILLS:

• Writing • Editing • Interviewing • Pop Culture Expertise • Arts & Entertainment Reporting

• Search Engine Optimization/ Marketing (SEO/SEM) Best Practices

• Content Management Systems (Wordpress, Blogger, et al.) • Email/ Newsletter Marketing

• Copywriting• Digital Photo Editing (Photoshop) • Basic HTML • Analytics

• Social Media Strategist (Twitter, Facebook, Tumblr, Pinterest, more)

CAREER ACCOMPLISHMENTS:

**Entertainment/ Pop Culture Writer New York, NY 2010-Present**

* Write features, articles and blog posts on pop culture topics (film, TV, music, web, etc.) for GuySpeed, HowAboutWe, Retroist, Mashismo, Listen magazine among others
* Promote and support content via social media communities.

**Digital Content Specialist New York, NY 2012-Present**

* Scheduled, created and deployed newsletters and promotional blasts
* Published and edited marketing content for web publication and archival purposes on Wordpress sites (Library Journal, School Library Journal, The Digital Shift and LJ Reviews)
* Handled special projects that included HTML coding, InCopy tagging, XML code cleanup, list management, copyediting and image manipulation tasks

**Writer, Editor, Interviewer, Ghost Writer 2014-Present**

* Create biographies for clients looking to revamp their online and social media presences
* Conduct and construct interviews to serve as reference for professional websites
* Edit and rework clients' resumes to better suit the job market
* Provide ghost writing for clients

**Playbill, Inc. New York, NY 2000-2010**

Editor, Writer, Social Media Manager and Photo Editor for Iconic Theatre Magazine and Companion Website

***Staff Writer – Playbill.com***

* Created Recurring Features: *Playbill Archives, Year In Images* &*Tony Awards Previews*
* Composed 5-8 Articles Daily for Highly-Trafficked Theatre Site, Boasting 300k Unique Visitors/Month; Key Articles Featured in Broadway/Off-Broadway Print Edition
* Edited and Wrote Popular Columns: *Cue & A, Upcoming Broadway Schedule, Broadway Long Runs* and *Today In Theatre History*
* Edited Daily Job Board, (up to 70 Posts at Peak Season) and Delivered Friction-Free Customer Service
* Interviewed Broadway Stars Including Neil Patrick Harris, Antonio Banderas, Eddie Izzard, Chita Rivera, Mario Cantone, Among Others

***Social Media Management – Playbill on Twitter***

* Launched @Playbill on Twitter, Developing Communication with Passionate Community (16K+ Followers)
* Developed and Managed Editorial Schedule, Including Tuesday Broadway Deals, Print Edition Previews, Sneak Peeks, Opening Night Cover Promotions, and Breaking News
* Established Best Practices, Including Article Selection, Frequency and Voice
* Integrated Online Store and Playbill Club Promotions Schedule with Sales Force
* Created Cross-Brand Promotions Between Other Playbill Social Media Profiles, Celebrity Feeds and Industry Insiders

***Photo Editor – Playbill.com***

* Managed Acquisition and Editorial Calendar for All Photos on Site
* Managed Photography Assignment for Show Openings, Backstage Exclusives, Charity Events and Award Ceremonies
* Edited Daily Photo Galleries and Article Images, up to 300 Photos Per Week
* Photo-corrected All Images, Including Cosmetic Retouching, Quality Control and Layout Formatting within Site Stylesheet
* Managed/Trained Interns on All Photo Projects
* Coordinated Scheduling/Invoicing/Payment for Freelance Photographers

**Playwright, Director and Producer New York, NY 1999-Present**

* Wrote and Directed Series of Short Plays: *…To Make Just One Person Happy*
* Wrote *Translation by* for ‘The 24 Hour Plays’ Cold Reading Series
* Wrote and Directed Scene and Two Monologues for Labyrinth Theatre Company Master Class Presentation *Elegies, etc.*
* Co-Directed and Designed/Ran Sound for *It’s About Time* at Theatre Studio Inc.
* Co-Produced and Directed for *Psychos, Sickos, and Strangers* at The Producer’s Club
* Directed Evening of One-Act Plays *Illusion/Delusion* at Creative Acting Company

SELECT WRITING SAMPLES:

*(more at* [*ernio.com/clips*](http://www.ernio.com/clips)*)*

**Retroist** Guest Blogger for Pop Culture Website:

[“My First (Latino) TV Hero...Zorro!”](http://bit.ly/retrozorro)

“[The Monster of Walnut Grove aka that Spooky Episode of Little House on the Prairie](http://www.retroist.com/2011/10/04/the-monster-of-walnut-grove-aka-that-spooky-episode-of-little-house-on-the-prairie/)”

["Tim Curry Terrorized My Childhood"](http://bit.ly/timcurry)

**HowAboutWe…** Guest Blogger for Dating Website:

“7 Reasons You Should Bring Your Grandma On The First Date”

[“What Your Oscars Pick Says About Your Dating Style”](http://bit.ly/oscardate)

“[Rating the Dates in](http://bit.ly/ratespotless" \o "" \t "_blank)*[Eternal Sunshine of the Spotless Mind](http://bit.ly/ratespotless" \o "" \t "_blank)*”

**Playbill.com** Popular Articles:

[“Green Day Treats American Idiot Crowd to Impromptu Concert”](http://bit.ly/gdaybway)

[“Assassins Shooting Gallery”](http://ernio.com/shootinggallery/) (Five-Part Feature Series on Broadway Revival)

[“Playbill Archives Feature - On Golden Pond”](http://www.playbill.com/features/article/92179.html)

**TonyAwards.com** Feature:

[“Descent of a Woman”](http://ernio.com/tonyawards.jpg) (Cynthia Nixon Interview)

Other writing includes: Stage Door (Blog and Twitter Feed), Tony Awards 2002 Telecast (PBS),

Listen Magazine, Mashismo (creator of Tumblr), GuySpeed (contributing blogger), Renoleum Inc. (copywriting), FoundryMusic