

ERNIO HERNANDEZ

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)

Retroist Guest Blogger for Pop Culture Website:

["My First \(Latino\) TV Hero...Zorro!"](#)

["The Monster of Walnut Grove aka that Spooky Episode of Little House on the Prairie"](#)

["Tim Curry Terrorized My Childhood"](#)

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"](#)

["Rating the Dates in *Eternal Sunshine of the Spotless Mind*"](#)

Playbill.com Popular Articles:

["Green Day Treats American Idiot Crowd to Impromptu Concert"](#)

["Assassins Shooting Gallery"](#) (Five-Part Feature Series on Broadway Revival)

["Playbill Archives Feature - On Golden Pond"](#)

TonyAwards.com Feature:

["Descent of a Woman"](#) (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