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| **Rafael Hernández**  Astoria, NY  (347) 739-8132  [rafaeljr@gmail.com](mailto:rafaeljr@gmail.com) | **Work Experience**  **DGMAX Interactive (International Ad Network ) Jan 2019- Present**  *Director Of Business Operations*   * Quadrupled overall company value offerings and business proposition by developing and taking full ownership of a multi-product portfolio. * Decreased technical issues 80% by streamlining the full integration of third-party services for digital products and back-end attribution systems while driving cross-team alignment that influenced roadmaps across the sales, operations, and technical teams. * Improved technical process efficiency 50 percent by hiring, training and coaching developers while crafting and implementing continuous process optimizations and prioritizing backlog items appropriately.   **DGMAX Interactive Jan 2015 – Dec 2018**  *Head of International Partner Marketing*   * Manage sales initiatives and international expansion while identifying new strategies for generating growth products by analyzing customer requirements and industry trends. * Increased in-bound client leads by 48% year over year by building a brand awareness campaign through conferences and relaunching company brand and website while improving SEO. * Improved our international reach 10x by leading partner recruitment efforts which resulted in the on-boarding of 100's of new traffic partners.   **250Media** ( Marketing agency ) **Jun 2012 – Dec 2014** *Manager Strategic Partnerships*   * Optimized call center resolution time by 30 percent by collaborating with UX/UI design teams to build out customized data distribution CRM. * Grew overall sales revenue by 40 percent by working cross functionally with sales and engineering to successfully launch a home services product. * Onboarded 200 new traffic partners to increase traffic reach and develop our growth products. |
| **Zeta Global (** Marketing technology company )  **Nov 2009 – May 2012**  *Partner Marketing Manager*   * Increased ad revenue by 15 percent by actively communicating and consulting with traffic partners on an ongoing basis. * Added 5 new markets to overall company portfolio which increased traffic and revenue opportunities. * Identified underperforming traffic partners leading to a reduction in costs of 10% of revenue while exceeding revenue targets.   **Spire Vision LLC Sep 2006 – Oct 2009**  *Marketing Manager*   * Managed marketing team in the successful delivery execution of digital advertising campaigns. * Facilitated cross-functional communication and workflow between internal teams, system administrators and engineers to execute projects accurately and on-time. * Facilitated cross-functional workflow between growth teams, system administrators and developers to execute projects accurately and on-time. |
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| **Education** |
| **Iona College, New Rochelle, New York Sep 2002 – May 2006** Bachelor’s in mass communication with a concentration in Advertising and Marketing.  *Relevant Courses*: Advertising Campaigns. Media Law, Management Information Systems |
| **Software Skills**  PHP, HTML, CSS, WordPress , JavaScript, MS Excel, MS Office, MySQL, Photoshop , |
| **Additional Languages**  Spanish (Conversational and Literate), Portuguese (Conversational) |
| **References**Available upon request. |