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| **Rafael Hernández**Astoria, NY (347) 739-8132rafaeljr@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.
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| **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. |