

# Manny Hernandez



SOMANNYEMAILS

GMAIL

CELL

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## EDU

UNIVERSITY of TEXAS  
AUSTIN '08-2012

## TL;DR

A strategically grounded creative with a past life in creatively-impactful digital strategy, I've been helping brands bridge the gap between creative and digital by conceiving and overseeing initiatives at the intersection of brand storytelling, content marketing and remix culture (with social at the core of it all).

## WORK

FREELANCE 2022  
GALE & PARTNERS NY

TBWA \ '17-2021  
MEDIA ARTS LAB LA

CREATIVE DIRECTION ART DIRECTION  
PROTOTYPING MOTION DESIGN  
CREATIVE TECHNOLOGY

**Creative Director** \ Built a social design playbook for @GonnaNeedMilk's (Got Milk) brand refresh that detailed social asset best practices and templated frameworks.

**Creative Lead, Digital** \ Brought on to help modernize the agency's creative output and serve as a model for what a modern, interdisciplinary worker is like - one that thinks strategically, concepts for a social/mobile-first user, prototypes to see ideas through, and dives deep into the data to better the work in real-time.

Led teams of art directors and copywriters on the Apple TV+ social launch and series-specific organic social creative development for: M. Night Shyamalan's Servant, The Oprah Conversation, SEE.

Reinvented the way people met iPhone by selling through the first bespoke digital work for an iPhone launch campaign.

2019 Golden Bear (Employee of the Year)

Created a new retail space for Apple by bringing the launch day iPhone Showroom to your couch.

Concepted and edited digital work for the HomePod and AirPods Pro launch.

Turned a small shareholder meeting brief into us designing and developing Apple's first iPhone game since the launch of the App Store.

TBWA \ '14-2016  
CHIAT \ DAY NY

ART DIRECTION SOCIAL STRATEGY  
CONTENT CREATION PAID SOCIAL  
ANALYTICS ANIMATION

**Social Lead** \ Oversaw an agency-within-an-agency social team comprised of designers, animators, data analysts and community managers. Led and drove actionable social strategies, creative development and execution, and measurement of social programs.

Co-led social business for McDonald's projects. Provided global content strategy, social creative direction and production expectations to 24 local teams across 4 agency networks on imlovinit24.

Led social business for Pernod Ricard's Kenwood Vineyards. Developed content strategy, conceived and executed creative, oversaw community managers, creative teams and data analysts.

TBWA \ '12-2014  
CHIAT \ DAY NY

SOCIAL STRATEGY COMMS PLANNING  
SOCIAL LISTENING DATA ANALYTICS  
ART DIRECTION

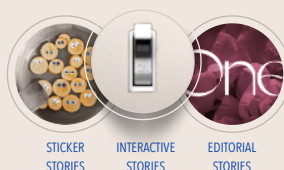
**Social Strategist** \ Interpreted brand strategy into digital activities; developed comm strategies fueled by tech, media, and culture insight; brainstormed with creatives to develop new ideas or refine existing executions; and developed measurement programs.

Crafted a digital + social strategy for one of America's advertising icons, @MrPeanut, winning TBWA NY it's first social business and grew our team of two into an agency-within-an-agency content team. Developed content strategies, remixed our wealth of assets into digestible & sharable content, and saw engagement wins (235% increase) and recognition by Tumblr.

Increased Beringer's Los Hermanos engagement rates by 54-161% rethinking how a Hispanic-targeted wine brand behaves. Designed social series that satiated the target's appetite for content relevant to their cultural duality.

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