

LAURA HERNANDEZ

STORYTELLER
GO-GETTER

EDUCATION

2019

NY MEDIA CENTER BY IFP
Podcasting Certificate Program

2012

**NYU SCHOOL OF
PROFESSIONAL STUDIES**
Certificate in Public Relations and
Image Management

2006

**PONTIFICIA UNIVERSIDAD
JAVERIANA**
B.S. in Media and Journalism
Radio Production Concentration

LANGUAGES

Spanish
English

LET'S TALK

+1.305.725.7509

hernandezplaura@gmail.com
www.laurahernandez.co

“ I produce compelling and impactful content for traditional and digital formats. I've worked (10+ years) in close coordination with international and remote teams overseeing bilingual projects (English and Spanish) from conception to the final stages of production. I can research, generate, and pitch ideas and also analyze narrative arcs, turning them later into unique storylines. Thanks to my journalistic background and strong news judgment, I've booked and conducted high-level interviews with all types of personalities. I enjoy assembling and pushing forward multicultural crews where collaborative work is the number one propeller for personal and professional success. ”

2021

305 WORLDWIDE - HORIZON MEDIA

CREATIVE PROJECT MANAGER

- Ensuring that each project and team's milestones are met.
- Coordinating with creatives (in-house and vendors) the day-to-day workflow based on what they need for each project.
- Implementing processes to produce consistent and high-quality results.

2021

IPONDR

AUDIO PRODUCER

- Researching interesting topics and tentative characters that can turn into compelling stories. Finding the appropriate voices for each piece.
- Preparing pre-interviews and conducting interviews.
- Recording, scripting, and editing. Building narrative arcs, and discovering the right sound design for each story.
- Working alongside the editorial team to ensure each piece is well-executed and ready to go on the air. Clearing archival and content releases and transcribing the final mix for the website version,

2020

ALL RISE FILMS / DDC INTERNATIONAL

NEW DEVELOPMENTS PRODUCER

- Owning all aspects of pre-production and production work for broadcast, streaming documentary series, and feature documentaries.
- Pitching and developing compelling narratives for diverse clients.
- Researching interesting characters and unique storylines that could potentially turn into solid content.
- Assembling and managing international and local teams.
- Booking, conducting interviews, developing, and maintaining good relationships with various sources.

2019

CANTERA 5V5 - BRANDED CONTENT DOCUMENTARY SERIES

ALL RISE FILMS / DDC INTERNATIONAL / PEPSI.CO / ESPN CO-PRODUCER

- Executed research, pre-interviews, and pre-production investigation.
- Produced shootings, built and managed local teams in multiple countries in Latin America and Europe like Mexico, Argentina, Italy, Colombia, Brasil, and Spain.
- Conducted on-camera interviews. Structured engaging storylines.
- Handled client meetings, calls, and all queries about production.
- Ran post-production duties and clearances.

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AWARDS

2018

LOS ANGELES FILM AWARDS
Best Picture: "Nossa Chape".

2014

THE NEW YORK FESTIVALS
Best News Documentary
"John F. Kennedy, 50 Years On".
W Radio.

2012

ONDAS AWARDS
Best International Radio
W Radio Colombia.

SKILLS

Creative Production
Team Assembling
Planning and Execution
Problem Solving
Strong Judgment
Leadership
Crafting Narratives
Interviewing
Finding New Perspectives

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2018

PHENOMS - SPORTS DOCUMENTARY SERIES
ALL RISE FILMS / DDC INTERNATIONAL / FOX DIGITAL
STUDIO

CO-PRODUCER

- Sourced 15+ world-class soccer players such as Paulo Dybala, Hirving Lozano, Nahitan Nandez, and Davinson Sanchez, amongst others.
- Maintained excellent relationships with soccer agents, clubs, national teams, and family members.
- Recruited local and international production teams and managed budgets, content licensing, and archival material.
- Led all field production trips, scouted locations, planned shootings, structured narratives, and conducted interviews in the U.S., Europe, and Latin America.

2017

NOSSA CHAPE - SPORTS DOCUMENTARY FEATURE
ALL RISE FILMS / DDC INTERNATIONAL / FOX SPORTS

PRODUCTION COORDINATOR

- Supervised European field production, planned international shootings, and conducted interviews.
- Managed media relations in Latin America and Spain.
- Researched and licensed content and archival material.

2016 - 2015

RED+ NOTICIAS

CLARO LATAM

NYC PERMANENT CORRESPONDENT

- On-air talent. Reported breaking news from the field and produced stories with high-level guests for the evening news edition.
- Conducted interviews and established sources to cover key stories for the Hispanic Community in New York City.
- Traveled around the US to cover special events like the 2016 Academy Awards, Copa America Centenario, and the 2016 United States Presidential Elections.
- Relevant Interviews: Peace Nobel winner Malala Yousafzai, former Colombian president Juan Manuel Santos, singer and songwriter Shakira Mebarak, fashion designer Diane Von Furstenberg, among others.

2015 - 2007

W RADIO / CARACOL RADIO

GRUPO PRISA INTERNACIONAL

NYC PERMANENT CORRESPONDENT

- Broadcasted from New York City on a daily basis for the live morning newscast covering international and local breaking news.
- Produced high-profile events and reported for special coverages such as 2008 and 2012 US Presidential Elections, United Nations General Assembly, Tribeca, and Toronto Film Festivals, 2014 World Cup, and more.
- Conducted interviews with worldwide figures such as United Nations High Commissioner for Human Rights and former Chilean President Michelle Bachelet, current and former NYC Mayors Bill DeBlasio and Michael Bloomberg, soccer superstar Lionel Messi, Academy Award Winners Leonardo DiCaprio, Naomi Watts, Julianne Moore, and Bradley Cooper, among others.
- Trained team members and hired third parties when needed.