Eric Hernandez

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EDUCATION

University of Wisconsin–Whitewater Expected May 2029

Bachelor of Business Administration, Marketing · GPA 3.17

Scholarships: Waunakee IDEA (district leadership), WNC Empower, Waunakee Lions Club; HS honor roll

ENTREPRENEURIAL PROJECTS

Founder, *Brivan LLC, trail-running and hiking planning app* · brivan.app Oct 2026 – Present

- Led the brand from zero: name, logo system, brand book, and bilingual tagline "Every climb, calculated."
- Filed the LLC; directed research on 5,000+ reviews of 13 rivals that shaped a March 2027 launch plan with 75 content pieces and weekly KPIs.
- Directed AI agent teams to build an iPhone app and bilingual website around why users quit outdoor apps.

Creator, *Afterlight Studio, AI content creation system* Oct 2026 – Present

- Directed an AI engine that drafts short-form videos and learns from ratings; tested 286 open AI models to match each content job.
- Designed an AI team workflow (a lead agent, builder and reviewer agents, hand-offs, scheduled tasks) run on a $0 budget.

LEADERSHIP

Vice President of Marketing, *ALPFA, UW–Whitewater Chapter* Aug 2026 – Present

- Manage chapter social media, reaching 23,600+ views.
- Designed 7 chapter flyers and fundraiser promotions; proposed a buy-one-get-one fundraiser offer the chapter ran.
- Research business topics and build presentations for chapter events (3 to date).

Member, Digital Marketing & AI Team, *American Marketing Association (AMA), UW–Whitewater* Current

- Competing at AMA Duluth Regionals (Nov 2026) in Digital Marketing Strategy and Marketing Design.

Founding Member, MSAN; President, Soñadores Club, *Waunakee High School* 2019 – 2025

- Hand-picked in 7th grade; led research on AP access for students of color, gathering data with the district's curriculum director to inform its 3-year DEI plan (2024–2027).
- Planned the rollout to younger grades; co-led panels that trained 300+ teachers on supporting multicultural students.
- As Soñadores president, led a 35+ member club in event planning, fundraisers and presentations.

WORK EXPERIENCE

Machine Operator, *Dane Manufacturing* May 2026 – Aug 2026

- Translated English–Spanish on site for a 15-person team and for the sales team each week.
- Praised by supervisors for accuracy, problem solving, and translating; invited back for summer 2027.
- Ran precision quality checks, including angle measurements, on a strict production schedule.

Shift Lead ("Red Hat"), *Pizza Hut* Aug 2024 – Jul 2025

- Promoted to shift lead in about 8 months; trained 3 new team members.

Volunteer English–Spanish Translator, *Community volunteer* 200+ hours

- Translated phone calls and legal documents for 100+ Spanish-speaking community members.

CERTIFICATIONS

Marketing: HubSpot Inbound Marketing Certified (valid to Dec 2028), Semrush SEO Crash Course (valid to Nov 2027)

Anthropic Academy: AI Fluency (10/10), Claude Code in Action (8/8), Building with the Claude API, Introduction to MCP

SKILLS

Languages: English and Spanish (native, bilingual)

Marketing: Social media management, graphic design, brand strategy, market research, presentations

Tools: HubSpot (Inbound certified), Semrush (SEO certified), Canva, CapCut, DaVinci Resolve, Excel

AI: Leading AI agent teams; Anthropic certified: AI Fluency, Claude Code, Claude API, MCP