



CHRIS HERNANDEZ

PEOPLE & PROJECT MANAGER

CONTACT ME AT

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SKILLS SUMMARY

- Communications Strategy
- Project Management
- Community Engagement
- Writing and storytelling
- Facilitating discussions
- Problem Solving

LEADERSHIP & COMMUNITY

- KC Repertory Theater, Board of Directors, Executive Committee
- Digital Program Office -KC, Board of Directors
- Hispanic Development Fund, Scholarship Program Volunteer & Fundraising

PERSONAL PROFILE

Proven leader with a trifecta of communications and community engagement experience in news media, non-profit and government. I manage people, projects and initiatives by listening, thinking creatively and connecting the dots to get things done. Community advocate, public speaker and Emmy-Award winning journalist.

WORK EXPERIENCE

Communications Director

City of Kansas City, MO | 2013 - 2023

- Manage and motivate 25 member staff to achieve high-level goals while meeting daily deadlines
- Create, execute and advise media relations, community engagement and communications strategy for governmental and non-profit organizations
- Balance internal and external political and community interests, as well as engage at both C-suite and grassroots levels.

Marketing Director

Unicorn Theater | 2012 - 2013

- Represented theater while driving ticket sales and publicity for each production
- Increased social media followers by 20% in first four months

Broadcast News Reporter/Anchor

Emmy Award winning journalist, public speaker, community volunteer, logged thousands of hours of live television in the field and on the anchor desk. 1988-2012

- KSHB-TV, Kansas City. Political reporter with regular appearances as political analyst on local PBS NPR stations.
- WBBM-TV, Chicago. Filed reports internationally while covering news for the CBS network-owned station in the country's third largest media market.

Reporter/Fill-In Anchor

WEWS-TV, Cleveland, OH | 1999-2002

- Anchored special daily segments on transportation & security issues, as well as the government's response following the 9/11 attacks

Reporter

WDAF-TV, FOX 4 News Kansas City | 1992 - 1999

- Political and investigative news experience, built broad network of local sources for in-depth special reports.

Reporter, Anchor, Assistant News Director

KFDA-TV, Amarillo, TX | 1988 - 1992

- Specialized in covering oil and natural gas issues, as well as education.
- As assistant news director, managed a staff of 20 to create daily content for five newscasts, while mentoring young reporters and scheduling stories and news crew

EDUCATIONAL HISTORY

University of Kansas

Bachelor of Science in Journalism

PREVIOUS COMMUNITY LEADERSHIP & VOLUNTEER POSITIONS

- Children's Center for the Visually Impaired, Board of Directors
- AIDS Service Foundation of Greater Kansas City, Board of Directors
- Mattie Rhodes Center, Board of Directors
- YouthFriends, Board of Directors
- University of Missouri- Kansas City, Chancellor's LGBTQIA Advisory Council
- Metzler Mentor Program, Mid-America Gay & Lesbian Chamber of Commerce, Mentor
- Big Brothers Big Sisters, Kauffman Scholars Mentor
- Honorary Chairman for American Diabetes/KC campaign & DIFFA/KC events
- 3CMA (City/County Communications & Marketing Association)
- ELGL (Engaging Local Government Leaders)
- National Association of Hispanic Journalists