
Janeth Hernandez

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EDUCATION

MA in Book Publishing

June 2024

Portland State University

- Dennis Stovall First Edition Prize Winner

BA in Cinema & Television Arts

California State University, Fullerton

PROFESSIONAL SUMMARY

- Marketing and design publishing professional with hands-on experience in campaign planning, influencer outreach, and cross-department collaboration. Skilled in genre fiction and non-fiction marketing and passionate about bringing books to readers of all ages.

PRACTICAL EXPERIENCE

Chin Music Press / Publicist

March 2025-Present

- Manage the marketing and promotion of new books across social media platforms and collaborate with authors to execute their book campaigns.
- Create videos and graphics for social media to support book campaigns and author events.

The Pacific Sentinel / Multimedia Manager / Portland State University

April 2024-June 2024

- Managed and updated the magazine's WordPress website, ensuring timely article updates and a strong digital presence.
- Created graphics and copy, including for live events, for articles published and distributed on social media platforms.

Franklin & Siegal Associates / Freelance Reader

February 2024-April 2024

- Evaluated pre-publication manuscripts for an international scouting firm's YA and children's department.
- Analyzed plot and character development, worldbuilding, and overall commercial and international appeal.
- Reported to over a dozen international publishers, including Hodder & Stoughton, Penguin Random House Germany, Planeta Brazil, Mondadori, and Unieboek.
- Worked directly with Kalah McCaffrey, the Director of Children's Scouting.

Ooligan Press / Project Manager (Marketing and Publicity) / PSU

June 2023-June 2024

- Managed a team of 4+ people and led them through various stages of book production for *A Family, Maybe* (memoir) by Lane Igoudin and *The Legend of Sensei Tsinelas* (YA) by Jason Tanamor
- Crafted two marketing plan campaigns and one press release, and led the team through social media strategizing and campaign implementation.
- Researched and contacted 30+ author contacts and key publicity contacts, including trade media, book reviewers, and bloggers.
- Acted as the primary liaison for two authors, the press, and the project team, ensuring timely updates and communication throughout all project stages.

Ooligan Press / Project Assistant / PSU

January 2023-June 2024

- Collaborated on creating a marketing plan, reached out to marketing and publicity contacts, researched BISAC and Thema codes, collaborated on a press release, designed a tipsheet, and helped build a press kit.

Gemstone English Academy / ESL Teacher (S. Korea)

August 2025-September 2022

- Designed and led communication-focused lessons to improve students' English skills.

Prince Productions / Assistant Video Editor

September 2018-July 2019

- Edited social media video content and full-length wedding videos, creating visually compelling narratives.
- Assisted in event-based video production.

SKILLS

- Marketing & Creative Tools: InDesign, Photoshop, Illustrator, Premiere Pro, Audition, Canva, Social Media Strategy, Metadata
- Publishing Tools & Systems: Bookscan, Microsoft Office Suite, G Suite, WordPress, HTML
- Languages: English (native speaker), Spanish (native speaker), Korean (intermediate/ 4 years of study)