

JUAN MAYA HERNANDEZ

ENTREPRENEUR



CONTACT



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www.prepareweb.com

EDUCATION

B.S Atmospheric and Oceanic Science

University of California, Los Angeles

2017 - 2022

Certificate in Entrepreneurship

Los Angeles Trade Technical College

2020 - 2022

SKILLS



TEAM DEVELOPMENT



SOCIAL MEDIA



GROWTH HACKING



BUSINESS DEVELOPMENT



PROGRAMMING

EXPERIENCE

CO-FOUNDER & CHIEF EXECUTIVE OFFICER

PREPARE (www.prepareweb.com) | 2021 - Present

- Outreach and curate customer market research through 1-on-1 interviews through ZOOM, instagram stories, reddit polls, and posts
- Assemble schedule, mission, vision for partnerships and team members with Co-Founder through weekly meetings
- Help 30+ university students improve their LinkedIn profiles through headshot photography
- Moderate a reddit channel with 140+ members, grew the emailing list from 0 to 140+ in a span of 2 months.
- Research immigration laws, recruiting agency business model, and pitch to over 15 not for profit and for profit organizations

CONTENT CREATOR

TikTok @jmayaher | 2020 - Present

- Grew personal account from 0 - 15.3K followers within the first 5 months
- Had a total of 1M total views per month and 600K views per week
- Create and manage a personal discord photography server to connect with 50+ of my supporters and help them improve their photography
- Promote local street vendors and their businesses through photography and video
- Had several videos get between 10K-700K views

SOCIAL MEDIA MARKETING INTERN

Undocumented Student Program | 2018 - 2019

- Managed a growth plan, increased their followers from 1,679 to 2,417 in the span of 9 months (44% increase)
- Increased 20 like average to 70 like average (250% increase)
- Launched instagram story campaigns and giveaways to increase interaction with followers
- Assist with USP events, front desk duties, and students on a regular basis

AT&T MEDIA FELLOW

AT&T | 2018

- Attended weekly meetings and networked with professionals from AT&T
- Develop skills through the program such as personal branding, digital networking, and digital researching for careers in the media

DAY LABORER

Woodland Hills | 2017 - 2019

- Painted, demolished, and hauled materials from houses that needed renovation
- Moved clients furniture, household amenities from locations across the greater Los Angeles area
- Assist my father with negotiating, advocating, and understanding payment from our clients for our labor