

YESSICA HERNANDEZ CRUZ

101K+ PERSONAL SOCIAL REACH
1K+ VIDEOS PRODUCED
PRODUCER

CO-FOUNDER | PRODUCER Fearless Video / 2021 - Present



As the Executive Producer and Co-Founder of a woman of color video production company, I have spearheaded *digital strategy* for numerous political campaigns, provided comprehensive event coverage, and curated compelling social series. I've Co-Directed and produced projects such as Representative Malcolm Kenyatta's Senate Launch Video, the Covid Conversations Series in collaboration with Black Public Media, and the iconic DNC introduction video for Vice President Kamala Harris, "Kamala Harris is US." I co-produced the critically acclaimed short documentary "*Unwavering: The Power of Black Innovation*," which earned a Best Short Documentary nomination at the Morehouse College Human Rights Film Festival and the Martha's Vineyard Film Festival. This impactful documentary was also exclusively featured on NBC stations during their Black History Month programming in February 2022. My role is defined by a personal commitment to amplifying diverse voices and narratives through the power of visual storytelling.

RUNNING MATE ROAD PRODUCER Biden For President 2020 / Sept - Nov 2020



- > Lead, produced, briefed & shot original digital videos with the VP-elect and interviews with supporters.
- > Curated & designed interactive daily Instagram content for @KamalaHarris, increasing follower growth from 3.5M to 13.2M.
- > Helped make the VP-Elect look like a rockstar encouraging organic UGC on TikTok & IG Reels.

SENIOR VIDEO PRODUCER Center For American Progress / May - Aug 2020



VIDEO PRODUCER Bernie Sanders 2020 / Mar - Apr 2020



CAMPAIGN PRODUCER Andrew Yang 2020 / Jan - Feb 2020



EDUCATION

BA AMERICAN ETHNIC STUDIES
University of Washington
2010 - 2014



CAMPAIGN PRODUCER Kamala Harris For The People / 2019



- > Traveled with principle and captured campaign events for social media.
- > Produced, shot & edited original digital videos with the Senator.
- > Curated a content calendar for @KamalaHarris, increasing Instagram's overall reach to 1.4M and discovery to 8.2M.
- > Within an eight day span, released three of the campaign's top five most viewed videos on Twitter, Instagram & YouTube.

DAILY REPORT SHOW RUNNER | PRODUCER | HOST AwesomenessTV & Viacom / 2017 - 2019



- > Show-ran, produced, wrote, shot and hosted The Daily Report, a daily entertainment news show for AwesomenessTV, the leading voice for the Gen Z audience on YouTube with 7M subscribers and over 3 billion channel views.
- > Since launching The Daily Report on IGTV, it has driven over 80M+ lifetime views, with each episode seeing an average of 613.3K views.

VIDEO PRODUCER | HOST Flama & Univision / 2016 - 2017



- > Univision's On-Air Internet correspondent for the 2016 election coverage.
- > Produced & hosted the series, "Mas Mexican" a YouTube series focusing on exploring different aspects of Mexican identity.
- > Hosted livestreams for Univision events including 2016's RiseUp AS ONE Music Festival.

PRODUCER | PODCAST HOST SourceFed Discovery Digital Network / 2016 - 2017



PERO LIKE VIDEO RESIDENT BuzzFeed Motion Pictures / 2015 - 2016



@yessicahc

linkedin.com/in/yessicahc

workwithyessica.com

workwithyessica@gmail.com