

Mindy Hersh

Graphic Design
United States

View the full portfolio at <http://www.thecreativefinder.com/mindyhersh>

Professional Experience and Curriculum Vitae

I am a graphic designer from Los Angeles. I studied in New York and I currently live in San Francisco!

Previous Clientele

I have worked for startups in the Bay Area and New York City. Mostly creating graphics for websites. I have also designed and produced Swag multiple times.

Awards and Accolades

<http://www.krop.com/hersh/resume/>

Awards and Accolades

Please kindly get in touch for more information.

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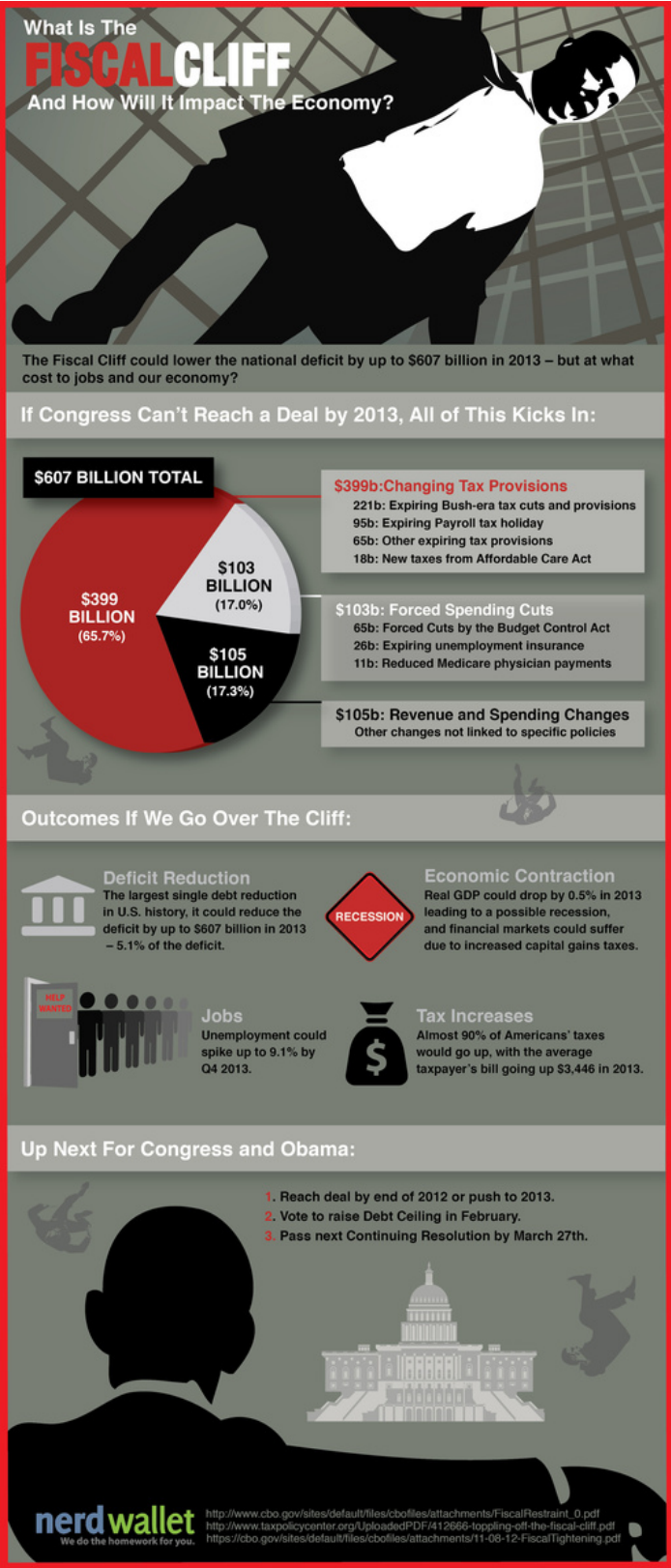
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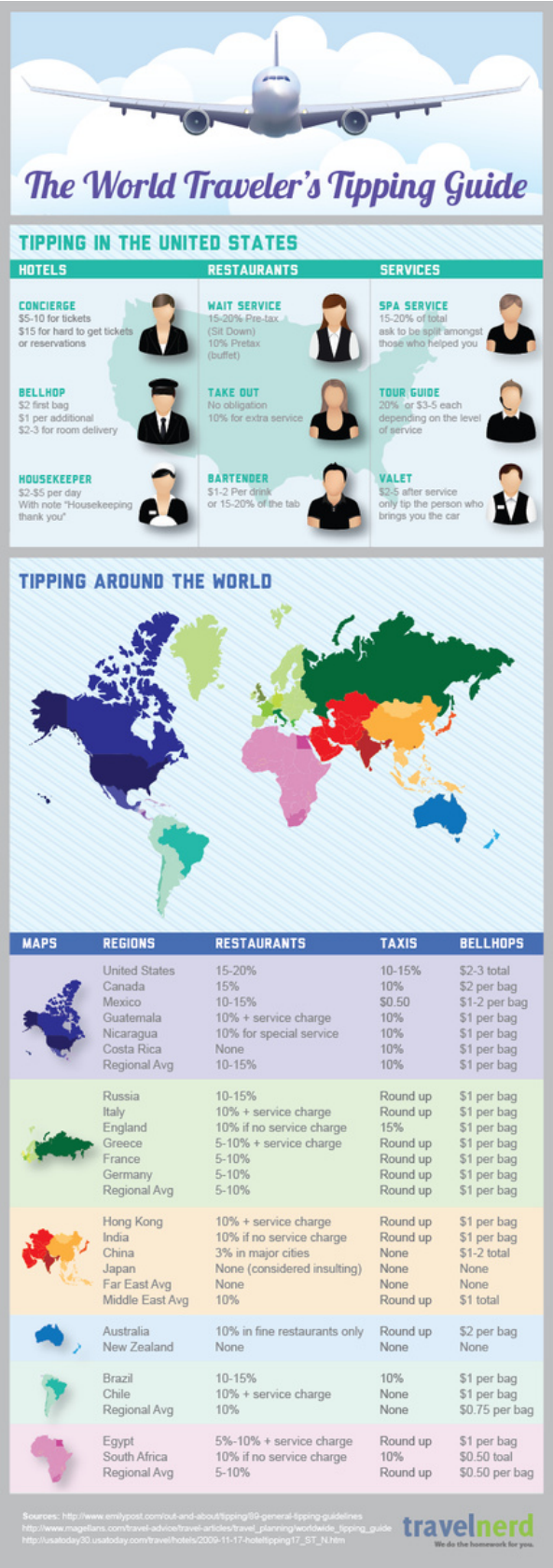
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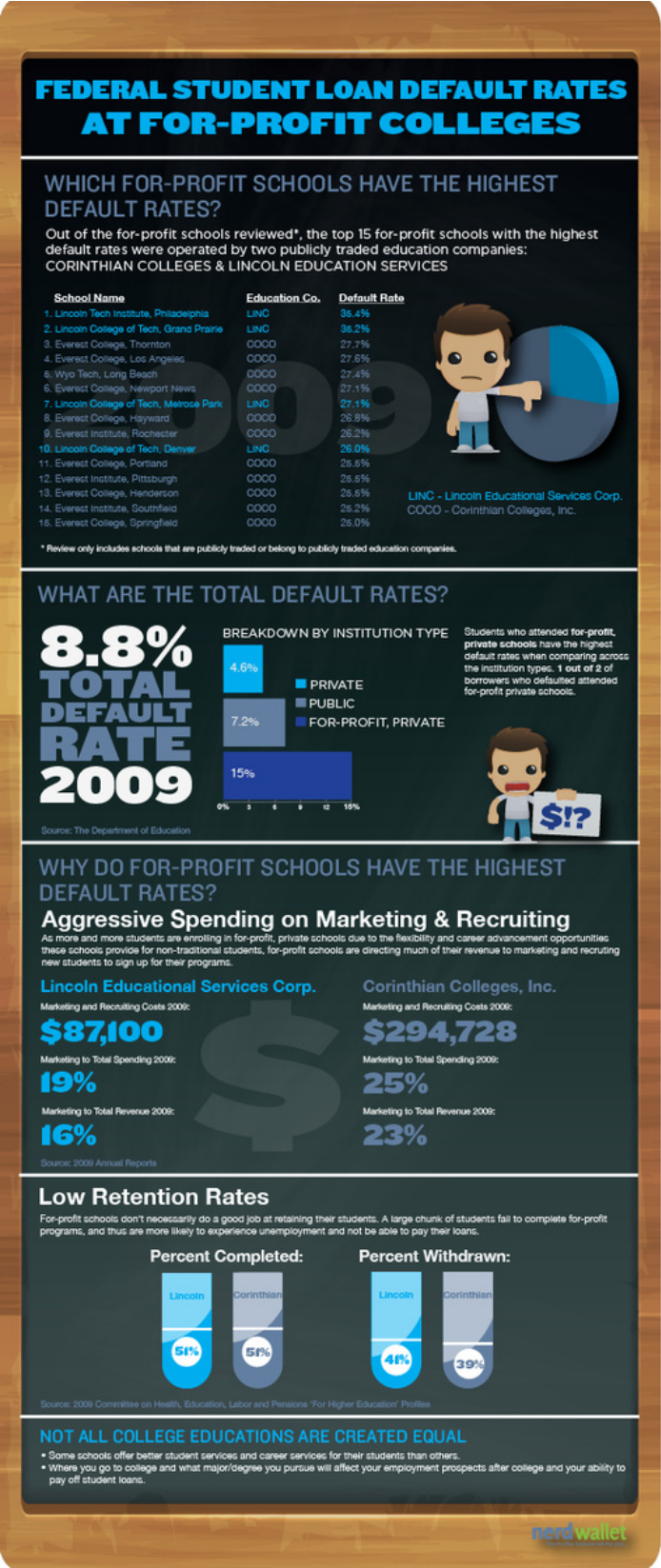
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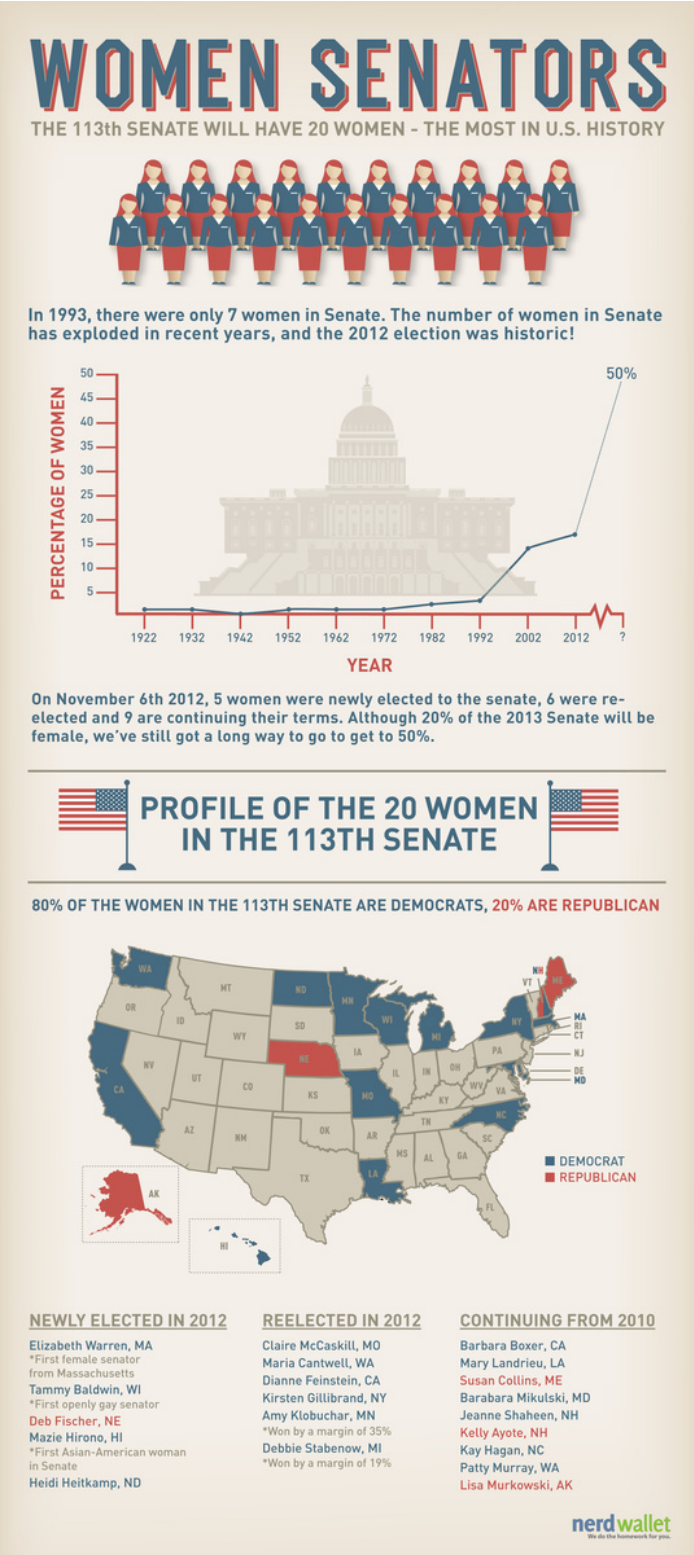
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SUPER BOWL ADS

YOUR PLAYBOOK TO THE BEST OF THE 2013 BIG GAME COMMERCIALS

ROOKIES

Oreo
The neapolitan celebrates its 100th anniversary with a Super Bowl ad.

Wonderful Pistachios
The snack maker invites PC1 to taste the city of pistachios en vivo.

Gildan Activewear
The leader in printed apparel looks to increase brand presence.

VETERANS

Volkswagen
A star advertiser of 2013, VW keeps its presence in the big game to satisfy its American image.

Yum! Brands
With Taco Bell, KFC and Pizza Hut, Yum! is a staple in Super Bowl ads and snacking.

Chrysler
With grassroots ads in 2011 and 2012, investors have come to expect an ironic, patriotic ad.

ON THE BENCH

General Motors
GM surprised many by backing out of the Super Bowl this year, citing health care costs.

Honda
Last year's Ferris Bueller ad was a hit, but the automaker will 2013.

Bridgestone
After sponsoring last year's NFL game, the tire company declines to run an ad this year.

TOP 5 ADVERTISERS FROM THE PAST 10 YEARS

Company	Millions
ANHEUSER-BUSCH	\$248.6
PEPSICO	\$182.1
GENERAL MOTORS	\$97.2
COCA-COLA	\$80.8
WALT DISNEY	\$74.3

AVG COST OF A 30 SECOND AD OVER 10 YEARS

Year	Avg Cost (Millions)
2004	2.2
2005	2.3
2006	2.3
2007	2.3
2008	2.4
2009	2.5
2010	2.6
2011	2.7
2012	3.0
2013	2.8

2013 AD LINEUP

KICK OFF

Audi
60 Seconds

Best Buy
30 Seconds

Coca-Cola
60 Seconds

Cot Milk?
30 Seconds

Generalmunt
30 Seconds

Hyundai
30 Seconds

Kate Upton
30 Seconds

PSY
30 Seconds

Tracy Morgan
30 Seconds

Kaley Cuoco
30 Seconds

HAL-TIME

E-trade
30 Seconds

Tide
30 Seconds

Mio
30 Seconds

SodaStream
30 Seconds

Kia
30 Seconds

Go Daddy
30 Seconds

Yum!
30 Seconds

Chrysler
30 Seconds

Bridgestone
30 Seconds

Wonderful Pistachios
30 Seconds

Gildan
30 Seconds

GAME OVER

THE STARS OF 2013

Kate Upton
Strips at a bar works in the Mercedes-Benz ad.

PSY
Grooves and dances in the Wonderful Pistachios spot.

Tracy Morgan
Curses in the KIA commercial to promote the sports drink.

Kaley Cuoco
Swears while walking her dog in the Toyota ad.

Chrysler
The carmaker's ad features a classic American car.

Bridgestone
The tire company's ad features a classic American car.

Wonderful Pistachios
The snack maker's ad features a classic American car.

Gildan
The activewear company's ad features a classic American car.

BUZZWORTHY PAST COMMERCIALS

\$5.8 MILLION YOUTUBE VIEWS

Volkswagen
"The Force" 2011

\$1.8 MILLION YOUTUBE VIEWS

Chrysler
"Imported from Detroit" 2011

1.6 MILLION YOUTUBE VIEWS

Budweiser
"Clubsiderable Cowboy" 2004

Source: <http://www.youtube.com/watch?v=...>

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NERDWALLET GOES TO THE ACADEMY AWARDS
FEBRUARY 26TH 2013
7ET/4P ON CBS

NOMINEES

BEST PICTURE

COST PER MINUTE

DOES GOLDEN GLOBE = OSCAR?

BEST ACTOR - LEAD

BEST ACTRESS - LEAD

BEST DIRECTOR

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WOMEN IN THE PRESIDENTIAL CABINET

The President's most important advisors are the members of Cabinet. The first female Cabinet member was Patricia Harris in 1933; since then, there have been **28 women** in the Cabinet.

CABINET DIVERSITY

23% were minorities


 Condolesce Rice


 Hazel E. Searcy


 Alicia Harris


 Elsie Chao


 Hilda Solis


 Patricia Harris

WHAT KINDS OF DEGREES DID THESE WOMEN HAVE?

80% had a graduate degree


46%
 46% earned J.D.s


31%
 31% earned Master's degrees


12%
 12% earned Ph.D.s


8%
 8% held MBAs

CAN THESE SUPERWOMEN HAVE IT ALL?


81%
 81% were married at some point in their lives


54%
 54% had children, as opposed to 17% of women with advanced degrees in the general population

MOST IMPRESSIVE CABINET WOMEN



MULTILINGUIST EXTRAORDINAIRE
Madeleine Albright, Secretary of State
 • Fluent in English, French, Russian and Czech
 • Speaks and reads Polish and Serbo-Croatian



MULTITALENTED MUSICIAN AND ACADEMIC
Condolesce Rice, Secretary of State
 • Ph.D from Stanford in political science
 • Stanford professor and Provost
 • Accomplished pianist, performed with Yo-Yo Ma and Anetha Franklin



SOCIAL JUSTICE FIGHTER
Elsie Chao, Secretary of Labor
 • CEO of the United Way
 • Received the Woodrow Wilson Award for Public Service



POLITICAL ACADEMIC
Donna Shalala, Secretary of Health and Human Services
 • Ph.D in political science
 • Professor at Barnard College and Columbia University, President of Hunter College and Chancellor of UH Madison



POLITICIAN EXTRAORDINAIRE
Hilary Clinton, Secretary of State
 • Served as First Lady, Senator and Secretary of State
 • JD from Yale Law School, First female partner at Rose Law Firm



PUBLIC ADVOCATE
Hazel O'Leary, Secretary of Energy
 • Discovered Cold War secrets regarding U.S. nuclear testing during the Cold War
 • Increased government transparency and encouraged public trust

THE HISTORY OF WOMEN IN CABINET

 Frances Perkins Labor (1933)	 Doris C. McKay Health, Education and Welfare (1962)	 Carle Hulse Housing and Urban Development (1975)	 Anastia Engel Commerce (1977)	 Patricia Harris Health and Human Services (1978)
 Morgan Heister Education (1979)	 Margaret Heckler Health and Human Services (1983)	 Ann Leach Labor (1987)	 Elizabeth S. Labor Labor (1989)	 Ann Leach Labor (1991)
 Elizabeth C. Cantor Commerce (1992)	 Hazel E. Searcy Energy (1993)	 Anastia Engel Health and Human Services (1995)	 Janet Reno Justice (1996)	 Madeleine Albright State (1997)
 Patricia Harris Labor (1997)	 Janet Reno Justice (2001)	 Ann Leach Labor (2001)	 Margaret Heckler Education (2003)	
 Condolesce Rice State (2005)	 Hazel E. Searcy Energy (2006)	 Anastia Engel State (2008)	 Janet Reno Homeland Security (2009)	 Margaret Heckler Health and Human Services (2009)





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15b Lloyd Road Singapore 239098 (co. reg. 201004398N)
helpdesk 656.227.2902, fax 656.227.0213