

# BUSINESS



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## **eWareness names Hernandez director of creative services.**

eWareness, Inc., a Florida-based Web communications company with more than 10 years experience in search-engine marketing services, announced the hiring of **Mike Hernandez** to the newly created position of director of creative services.

Hernandez will be responsible for helping lead the creative efforts for eWareness' clients, as well as internal marketing requirements.

Hernandez brings to eWareness extensive concept, design and project-management experience in all areas of digital animation, high-tech advertising, corporate identity and photography.

For more than two decades, Hernandez has overseen all levels of creative direction for various advertising agencies, corporations and government agencies in Puerto Rico.

Most recently, he worked as the art director for the Puerto Rican Telephone Co. in San Juan.

Hernandez also has held high-level positions for major Puerto Rican advertising agencies, working with such large accounts as Coca Cola, J.C. Penney, Sears and General Motors.

He has created numerous campaigns for the Education Department, Justice Department and other government agencies in San Juan.

Hernandez holds a degree in design and graphic arts from Carolina Regional College at the University of Puerto Rico.

He also is an accomplished artist whose paintings hang in many established galleries and museums in the United States and the Caribbean.

**Brian St.Ours**, eWareness' president, said, "eWareness is a growing Web communications company built on over a decade of Web marketing experience. Demand for our unique brand of web communications services has established a need for talented individuals to help us grow.

"Hiring Mr. Hernandez to oversee eWareness' creative services is a crucial next step toward meeting the demands of our growing list of international clients."

eWareness Inc. is a Web communications company specializing in combining Web-based marketing, Web-based advertising and Web-based public relations services in order to help clients increase online traffic.