

Yari Hernandez Hine

PROFILE

I have over 15 years experience working at the highest levels of the entertainment industry in London and Los Angeles. My previous roles have covered development, production, and talent management across various sectors, including film, television, music, and sports.

I have had the privilege of working with distinguished companies like Film4, Anonymous Content, and the NFL Network, providing close support to prominent figures such as Academy Award winning director, Alejandro González Iñárritu, and renowned action director, Len Wiseman.

Additionally, I served as a personal assistant to Jennifer Lopez during her global Dance Again tour spanning 38 countries, and until recently I held the position of Executive Assistant to Daniel Battsek (Chairman) and Ollie Madden (CEO) at world leading studio, Film4. This year alone, Film4 is the recipient of 16 Oscar nominations including Best Picture and Best International Feature.

PROFESSIONAL EXPERIENCE

LONDON SCHOOL OF ECONOMICS, LONDON [2024 - PRESENT]

SENIOR EXECUTIVE ASSISTANT TO CHIEF OF PHILANTHROPY & GLOBAL ENGAGEMENT

- End-to-end planning and execution of all corporate events, conferences and donor engagements, with special focus on UK-US relationships.
- Oversee all logistics including site selection, AV, catering, vendor contracts, travel and staffing.
- Partner with philanthropy and alumni teams to coordinate impactful, brand-aligned experiences.
- Supervise VIPs and key stakeholders to ensure seamless execution.

FILM4, 2016 – 2024

EXECUTIVE ASSISTANT TO DANIEL BATTSEK (CHAIRMAN) & OLLIE MADDEN (CEO)

- Extensive diary management for the Chairman and CEO, included arranging internal and external meetings, events and conference calls.
- Liaised with department heads in acquisition, development, production, sales, and distribution, finance and business affairs.
- Orchestrated red carpet premieres, film screenings and industry networking events with meticulous attention to detail. International festivals include Cannes, Sundance, Tribeca and TIFF.

FREMANTLE MEDIA, 2014 - 2016

SENIOR TEAM COORDINATOR, INTERNATIONAL & GLOBAL DRAMA

- Collaborated on script assessments and reports.
- Worked across diverse development slates, both nationally and internationally.
- Assisted the CEO in overseeing global distribution of Fremantle programming and home entertainment, involving teams across multiple regions.
- Contributed to company-wide presentations through PowerPoint.

SKETCH FILMS, 2013 - 2014

EXECUTIVE ASSISTANT TO LEN WISEMAN - FEATURE FILM & TV DIRECTOR

- Managed incoming materials from writers, scripts, and agency submissions.
- Coordinated Len's schedule during production and post-production.
- Conducted research and compiled visual references for upcoming feature film projects.

JENNIFER LOPEZ – DANCE AGAIN WORLD TOUR, 2012

PERSONAL ASSISTANT TO JENNIFER LOPEZ

- Assisted Jennifer Lopez during her Dance Again World Tour in 38 countries.
- Played a pivotal role in coordinating support teams, including security, glam squad, and transportation.
- Managed day-to-day schedule including TV appearances, photo-shoots and travel.
- Ensured the smooth execution of personal assistant duties.

THE MEDINA COMPANY, 2011 - 2013

EXECUTIVE ASSISTANT TO BENNY MEDINA (JENNIFER LOPEZ'S MANAGER)

- Acted as an effective gatekeeper by screening calls, emails and incoming mail.
- Liaised with Epic Records and Universal Music Group daily.
- Managed client endorsements for Kohl's, FIAT, L'Oreal, and Harmon Kardon.
- Handled ticket distribution for American Idol and negotiated deal memos for projects.
- Maintained a high level of discretion and confidentiality throughout.

SELECTED WORK 2004 - 2010

SUPER BOWL XLIV "NFL GAME DAY" LIVE TV SHOW, 2010 - TALENT COORDINATOR

Oversaw talent needs for the five TV anchors. Acted as a liaison between pro athlete and celebrity guests, producers, agents, publicists and managers.

LADY GAGA "JUDAS" MUSIC VIDEO 2010 - TALENT COORDINATOR FOR LADY GAGA

Liaison between record label and production company. Handled all logistics for talent.

MRB PRODUCTIONS, 2008 - 2010 - PRODUCER / PRODUCTION MANAGER

Production Manager for two seasons of the scripted TV show "Free Radio" for Vh1. Produced promos for ESPN, NFL Network, Geico, Nissan, Gillette and T-Mobile.

FREELANCE COORDINATOR (SELECT CREDITS)

Vitamin Water Series with Kelly Clarkson, 50 Cent & Kasey Kane. Pepsi featuring the Black Eyed Peas and Daddy Yankee. Doritos featuring The Black Eyed Peas.

ANONYMOUS CONTENT, BABEL OSCAR NOMINATED FEATURE FILM, 2005-2006 ASSISTANT TO ALEJANDRO GONZALEZ INARRITU (DIRECTOR)

Film director's liaison to production crews in Japan, Morocco and Mexico. Collaborated directly with line producers in both English and Spanish.

ANONYMOUS CONTENT, 2004 - 2005 - ASSISTANT TO ERIC BLACK (TALENT MANAGER)

Managed a client roster of 10+ clients. In constant contact with studios, networks, production companies and casting offices with regard to project development and client placement.

EDUCATION

- Associate of Science in Film and Video | Full Sail University, Orlando, FL, 2003
- Florida's Bright Futures Scholarship Program | Valencia College, Orlando, FL, 1999

SKILLS

- Bilingual (English & Spanish)
- Strong IT skills, including expertise in Microsoft Office, Outlook Express, QuickBooks.
- Skilled in creative and production research.
- Exceptional attention to detail and can work effectively to tight deadlines.

REFERENCES

- Available upon request.