

# Leyda Hernandez

**Director of Marketing at Priori Legal**

New York City, NY, US

Director of Marketing | Growth Strategist | Board Member | Adjunct Faculty | Consultant

---

## Biography

Leyda Hernandez is the Director of Marketing at iSpot.tv, a real-time TV advertising analytics company that is bringing unprecedented tracking and performance measurement to paid television media. An experienced marketer and strategist, she has built, managed, and scaled effective marketing organizations in both the enterprise technology and e-commerce space. Leyda sits on Marketing EDGE's Board of Trustees, an organization committed to developing the next generation of marketers. She is an adjunct faculty member at New York University (NYU) where she teaches graduate courses in digital analytics, a digital marketing instructor at General Assembly Seattle, and a former adjunct faculty member of the Fashion Institute of Technology (FIT). She speaks and writes on the topics of strategic growth, operational scalability, and the sociological evolution of technology and people.

---

## Availability

Keynote, Moderator, Panelist, Workshop, Corporate Training

---

## Industry Expertise

Advertising/Marketing, Public Relations and Communications, Media - Online

---

## Areas of Expertise

Social Media, Integrated Marketing, Digital Marketing, E-Commerce

---

## Affiliations

Startup Grind, MarketingEDGE

---

## Event Appearances

**E-commerce Marketing: Catering to B2C and B2B markets**

Customer Engagement Technology World (CETW) conference

**Finding a Market for your Business Idea**

Summer Leadership Academy Speaker Series

**Brand Loyalty...beyond Reason: An Examination of Emotional Competitive Advantage**  
Summer Leadership Academy Speaker Series

**Using Analytics to Inform Your Customer Engagement Strategy**  
Customer Engagement World

**Using Digital Analytics in Industry Verticals**  
Digital Analytics Conference

**Mix Up the Suit & Tie: The Value of Creatives in Corporations**  
FindSpark 'Find & Follow Your Passion' Conference

---

## **Education**

**Florida State University**  
Bachelor's Degree Public Relations

**Florida State University**  
Bachelors Degree Studio Art

**West Virginia University**  
Master of Science Integrated Marketing Communications

**Broward College**  
Associate's Degree with High Honors Arts

---

[Please click here to view the full profile.](#)

This profile was created by [Expertfile.](#)