

Anna Merissa Guettler

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AMG

Objective

Obtain a position which would utilize my strong organizational, problem solving, and interpersonal skills.

Experience

Media Planner – National Geographic / Disney

Sept. 2021 – present

- Create and check promotional logs and schedule business promotion
- Work closely with producers, editors, and Master Control to ensure deliverables are executed, delivered, and hit air on time.
- Maintain a daily workflow and air schedule, anticipate daily needs, adjust as necessary, and respond quickly to changes in a breaking news environment.
- Think strategically, incorporating both known programming events and forecasting promotional needs based on upcoming news and business events

Traffic Coordinator at iHeart Media

March 2018 – present

- Assist traffic managers, Programming Directors, and various station personnel with scheduling advertisements and following up regarding timely delivery of service inventory.
- Act as a liaison between billing and sales departments to resolve various advertiser and station issues.
- Research missed spots and suggest solutions to ensure inventory is airing.
- Verify documentation provided by VPs, Operations, and Traffic Managers by reviewing, correcting, and entering data into a computer system.

Freelance Social Media Specialist

March 2020 – present

- Manage and schedule content across various social media platforms for clients.
- Ensure the accounts consistently generate followers and have strong engagement levels.

Licensed Texas Real Estate Agent – JB Goodwin REALTORS®

Oct. 2020 – present

- Market knowledge and services via social media, print marketing, and email campaigns.

Freelance Blogger for UniMedia

May 2018 – January 2019

- Create weekly blogs designed to positively associate a client's product with the consumer.
- Researched assigned blog topics to ensure the content produced was factual.

New Media Intern at Texas A&M University-Corpus Christi

May 2016 – May 2017

- Generate engagement for TAMU-CC social media accounts by writing and posting content on various platforms (Facebook, Instagram, and Twitter).
- Pioneered and developed an official Islander Snapchat account.

Education

Texas A&M University-Corpus Christi

Graduated December 2017

B.A. in Communication with a focus on Media Studies • GPA: 3.8

Skills

Photography • Copywriting, editing, & review • Coding (HTML & CSS) • Website design • Social Media • Data gathering • Content development • Time management • Communication

Programs:

Adobe Photoshop & Bridge • Microsoft Suite • Hootsuite • WordPress • Facebook Business Suite