

ANNA GUETTLER

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SUMMARY

Seeking a dynamic position that leverages my robust organizational prowess, creative problem-solving abilities, and excellent interpersonal skills. Eager to contribute my expertise in a role that not only values precision and efficiency but also fosters a collaborative and innovative work environment.

EDUCATION

TEXAS A&M UNIVERSITY-CORPUS CHRISTI

Bachelor of Arts in Communication
Graduated Dec. 2017 with a 3.8 GPA

SKILLS

Photography
Web Design
Copywriting / Editing
Coding (HTML & CSS)
Social Media
Data Gathering
Content Development
Time Management
Communication
Problem-Solving
Organization

PROGRAMS

Adobe Photoshop & Bridge
Microsoft Suite (esp. Excel)
WordPress
Facebook Business Suite

EXPERIENCE

MEDIA PLANNER - NATIONAL GEOGRAPHIC

September 2020 - 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 - 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. Built the logic for a streamlined ad-serving platform that scaled.
- Act as liaison between departments to resolve various advertiser and station issues.
- Verify documentation provided by VPs, Operations, and Traffic Managers by reviewing, correcting, and entering data into a computer system.

REAL ESTATE AGENT - JB GOODWIN REALTORS®

October 2020 - December 2023

- Market knowledge and services via social media, print marketing, and email campaigns.
- Manage contracts, negotiations, and all aspects of sales to finalize purchases and exceed customer expectations.

SOCIAL MEDIA SPECIALIST - ACADEMY MORTGAGE

March 2020 - March 2023

- Establish a strong social media presence by posting content, answering messages, and monitoring engagement.
- Manage social media accounts, generating interest for upcoming events and market changes.

FREELANCE BLOGGER - UNIMEDIA

May 2018 - January 2019

- Create weekly blogs designed to positively associate a client's product with the consumer.

NEW MEDIA INTERN - 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).