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Ana Gabriela Gibbs

SUMMARY

Skilled and passionate writer and editor with 5+ years of experience in digital media, SEO copywriting, long-form & short-form content, and team management. Ability to adapt writing styles to match the client's needs and the appropriate platform.

SKILLS

- Microsoft Office
- WordPress
- MLA and AP style
- Copywriting
- Editing
- Research Skills
- Proofreading
- Search Engine Optimization
- Creative writing
- Communication and Collaboration
- Organizational Skills

EXPERIENCE

Digital Mules, Remote – *Lead Copywriter*

September 2021 - PRESENT

- Writes weekly blogs for several clients, including insurance agencies, construction firms, and attorneys.
- Trains new copywriting interns and manages copywriting team.
- Assembled copywriting steps and strategies for future hires.
- Researches and implements current SEO trends and applications.

Pixelworks Media, Remote – *Content Creator*

October 2020 - October 2021

- Brainstormed and researched engaging original content.
- Optimized each post with SEO and keyword usage.
- Wrote blogs, articles, and copy for an array of niche websites; senior citizens, Texas women, San Antonio natives, and popular neighborhoods.
- Uploaded all posts with WordPress.

San Antonio Woman Magazine, San Antonio – *Assistant Editor*

November 2018 - April 2020

- Managed writing, design, and publication for 3 magazines; San Antonio Woman Magazine, 78209 Magazine, & Dove Hunters Magazine.
- Edited and reviewed all digital and print articles.
- Collaborated with senior editor and sales staff for new tactics and strategic planning.
- Implemented new technology for design layout and editing.

Chili's, San Antonio – *Lead Server*

January 2017 – March 2020

- Trained new servers while leading shifts.
- Worked actively to ensure all customers were happy and satisfied.
- Handled large amounts of cash and credit card transactions.

Keller Williams, San Antonio – *Director of First Impressions*

June 2018 – October 2018

- Greeted all entering customers and answered incoming calls.
- Handled mail and packages while coordinating with office staff to complete necessary tasks.
- Managed data entry for all paychecks.

EDUCATION

Texas State University, San Marcos – *Bachelor of Arts*

Graduated December 2019

Bachelor's degree in English with Emphasis on Rhetoric and Composition. Minor in Mass Communications. Took courses in public relations, editing, technical writing, and advertising.

Northwest Vista, San Antonio – *Associate*

Graduated May 2016

Associate's degree in Liberal Arts.