

# Ana Gonzalez

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## SUMMARY

Experienced, bilingual, multi-skilled digital journalist with a demonstrated history of working in the broadcast media industry. Skilled in Sports, Breaking News, Trending and Feature Stories, News Writing, and Storytelling. Strong media and communication professional with a Bachelor of Arts degree in Media and Public Communication from the University of Houston-Downtown.

## EXPERIENCE

### Digital Content Producer

January 2020 – Present

#### KPRC 2/Click2Houston.com

- Managed, edit and produced local, regional, national news and feature content for Click2Houston.com.
- Spearheaded the creation of the station's morning newsletter "News 2 Know," reaching more than 300,000 subscribers daily
- Served as liaison for the digital team to participate in the station's morning editorial meeting.
- Produced breaking news stories and articles in a fast-paced, high-stress, high-pressure and competitive environment.
- Used sound editorial judgement to make swift decisions on content.
- Worked closely with reporters, producers and management to ensure content is precise, accurate using Slack, Outlook, Microsoft Teams.
- Engaged with audience using social media via Social News Desk;
- Created attention-grabbing graphics using Photoshop and Canva to create bridge for viewers and readers to visit our website
- Produced eye-catching headlines using Search Engine Optimization (SEO) that captivate the attention of readers, viewers
- Tracked trending topics via social media, Google Trends, Chartbeat, etc. to determine content for website.
- Managed, edit and produced Alexa video, and video clips for the site's YouTube Channel which has more than 500,000 subscribers.

### Program Specialist – Communications

September 2018 – December 2019

#### Houston Community College – Houston, TX

- Produced copy and content for brochures, flyers, advertisements, and posters promoting academic programs and classes using Adobe software.
- Designed brochures, flyers, advertisements and other marketing materials promoting Southwest College's programs for students and community members.
- Wrote press releases for media outlets requesting coverage to certain events and conducted interviews for marketing materials

## ADDITIONAL EXPERIENCE

### Editor – The Dateline, University of Houston-Downtown

July 2019 – February 2020

- Proofread and edited news articles for clarity and conciseness and developed sound research practices.
- Managed a team of 25+ staff members including editors and writers

### Editor-in-Chief – The Egalitarian, Houston Community College

August 2017 – June 2019

- Produced and edited content for newspaper, website ([hccegalitarian.com](http://hccegalitarian.com)) and social media

## EDUCATION

*Bachelor of Arts in Media & Public Communication*

December 2020

University of Houston-Downtown

## SKILLS

**Environment:** Deadline-driven, Team-Oriented, Adaptability, Self-Motivated, Attention to Detail, Collaboration

**Language:** Spanish (Bilingual-Fluent, can read/write/speak)

**Technology:** Edius, STRATUS, Adobe Creative Cloud (Photoshop, InDesign, Illustrator, PremierePro), Microsoft Office (Word, Excel, PowerPoint, SharePoint), Photography (DSLR Camera), Google Analytics, Chartbeat, Search Engine Optimization (SEO), Canva, Video Editing

**Communications:** AP Style, Interviewing, iNEWS, Content Management Systems (WordPress, Arc Publishing, Social News Desk, Tweetdeck, Hootsuite), Social Media (Facebook, Twitter, Instagram, TikTok), Wires (CNN, Associated Press)