

Ana Mulero, MBA-HCM

Multimedia Journalist/Content Strategist



anacmulero@outlook.com



Puerto Rico, United States



linkedin.com/in/anacmulero



(202) 709-2089



anamulero.com



@anitacmulero



EXPERIENCE

Multimedia Journalist/Content Strategist

Ana Mulero, LLC.

09/2020 – Present – Remote

- Drove revenue and brand growth, delivering content for various outlets, including *Xtelligent Healthcare*, *BioWorld*, *HealthLeaders*, *BioSpace*, *FDA News*, and more.
- Launched new publications on pharmaceuticals, expanded coverage, and uncovered viral and top-read stories, increasing traffic, readership, and subscriber base.
- Created programmatic pages and data-driven, SEO-based articles for clients, including Mutual of Omaha, about senior health solutions, leading to a 100% satisfaction rate.
- Applied web design and development techniques for clients using WordPress, GoDaddy, Wix, Google Analytics, and more for emerging and expanding businesses.

Content Strategist/Social Media Manager

Florida Institute of Technology

06/2023 – Present – Melbourne, Florida

- Craft a cohesive content strategy for the Nathan M. Bisk College of Business.
- Manage content schedules for consistency across social media platforms.
- Establish digital content growth strategies, increasing engagement twofold.
- Track content performance with analytics tools and data-driven insights.

Associate Editor, Biopharma Research & Intelligence

BioCentury, Inc.

02/2022 – 03/2023 – Redwood City, California

- Covered and assisted in daily editorial planning of news and intelligence reports.
- Super editorial staff, generated feedback, enforced deadlines, ensured alignment with editorial standards, developed publishing ideas, and provided final approval.
- Delegated tasks, conducted fact-checking, and managed writers and editors while overseeing wide-ranging content deliverables, and produced exclusive coverage.

News Editor

Regulatory Affairs Professional Society

02/2018 – 01/2020 – Rockville, Maryland

- Oversaw a daily news publication, writing, assigning, and editing 1,000+ articles.
- Wrote 10-20 news and feature stories weekly, increasing unique visitors and subscribers by 25%.
- Implementing workflow optimization and research tools such as Google Spreadsheets elevated the accuracy of intelligence reports and reduced turnaround time by 15%.
- Supervised editorial staff, generated feedback, enforced deadlines, ensured alignment with editorial standards, developed publishing ideas, and provided final approval.

Associate Editor

Industry Dive

12/2015 – 07/2017 – Washington, D.C.

- Directed daily operations at Healthcare Dive and its weekly sub-publications, a team of three writers, and social media accounts, boosting metrics by +100%.
- Built the health IT news section, hiring staff, monitoring stories from conception through distribution, and producing editorial schedules. Assisted payer publication.
- Spearheaded the use of interactive graphics and managed all multimedia projects, advancing audience engagement by 30% and grew subscriber base by 35%.
- Drove a 45% spike in exclusive coverage, breaking news and event coverage.

Content Specialist

FDA News

07/2017 – 02/2018 – Falls Church, Virginia

- Ran all digital and print medical device publications, overseeing a team of three freelancers, four staff writers, and an editorial assistant. Covered pharmaceuticals.

Researcher-Reporter

Washington Business Journal

09/2014 – 08/2015 – Arlington, Virginia

- Delivered data-driven centerspreads for print issues and covered local businesses, producing cover stories, the Weekly List Extra, and other special publications.



EDUCATION

Master of Business Administration—

Healthcare Management (MBA-HCM)

Florida Institute of Technology

03/2023 – 05/2025 – Melbourne, Florida

Master of Journalism (MJ)—Multiplatform Journalism

University of Maryland

08/2014 – 12/2015 – College Park, Maryland

Bachelor of Arts (BA)—Communications

Arizona State University

08/2011 – 05/2014 – Tempe, Arizona



SKILLS

Writing/Editing	HTML	Hootsuite
CMS Platforms	CSS	Meltwater
Content Strategy	SQL	Salesforce
Research	Codify	HubSpot
Search Engine Optimization	Mailchimp	Sprout Social
Graphic Design	Slack	Google Analytics
Sales Management	Teams	WordPress
Marketing Emails	Zoom	Adobe Creative Suite
Event Management	Canva	Microsoft Office
Healthcare	Wix	Infogram
Insurance	AWS	Google Docs
Billing	Drupal	Semrush



LANGUAGES

English

Native or Bilingual Proficiency

Italian

Professional Working Proficiency

Spanish

Native or Bilingual Proficiency



ACHIEVEMENTS

Outstanding Student of the Year Award (05/2025)

Issued by the Florida Institute of Technology Nathan M. Bisk College of Business

Florida Life and Health Insurance 2-16 (01/2024)

Issued by the Florida Department of Financial Services

Project Management Professional (12/2019)

Issued by the Project Management Institute

Mark of Excellence (MOEy) Best in Show Award (05/2016)

Issued by the Society of Professional Journalists for "The Brothel Next Door"

Best in Investigative Journalism (Finalist) (01/2015)

Issued by Investigative Reporters & Editors for "The Brothel Next Door"

Founder and President of the National Association of Hispanic Journalists, University of Maryland chapter (09/2015)