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ANA CAROLINA VIEIRA M.

Portfolio:

www.mindseltzer.com

Contact Information:

[carovieiramara@gmail.com](mailto:carovieiramara@gmail.com)

941-7352592

**PROFESSIONAL SUMMARY**

Creative Producer seeking to create an impactful, fresh, and innovative connection with the audience by leveraging traditional and digital marketing strategies. Skilled content creator with natural talent for storytelling and proven ability to handle technical photo and video editing. Flexible team player highly effective at applying diverse skills to all areas of marketing.

**EDUCATION**

**Santa Fe College, Gainesville, FL**

Marketing & Public Relations

Associates of Arts Degree, March 2019

GPA 3.58/4.00

**Iowa State University, Ames IA**

Major in Journalism

Minor in Women and Gender Studies

Bachelor of Science, May 2022, Summa Cum Laude

GPA 3.91/4.00

**RELATED EXPERIENCE**

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| --- | --- | --- |
| **Greenlee School TV**  *Executive Producer, Anchor, News Director*  (Jan ‘21- May ‘22)   * Researched and produced news stories and promotional broadcasts. * Managed and prepared media team for content delivery. * Equipment proficiency: Cameras, Sound Board. * Scripting, VO/SOT. * Video producing, Editing and Shooting in and out of sequence. | **Monserate Winery**  *Social Media Marketing Manager Intern*  (April ‘22-Current)   * Analyzed target audience and related key influencers. * Created a strategic marketing plan for the organization. * Leveraged software and technical skills to produce media content. * Implemented campaigns via digital publishing software (Hootsuite). * Assessed audience feedback via statistical analysis. | **Iowa State Daily**  *Reporter, Columnist*  August ’20-May ’21)   * Gaged current environment. * Interviewed high-profile individuals. * Monitored audience feedback to generate captivating, unique stories. * Recognized by management for the increased number readers. |

**HONORS/LEADERSHIP**

|  |  |
| --- | --- |
| * Honors Student (Fall’20-Spring ’22) | * Greenlee School TV (Fall ‘21-Spring ’22) |
| * Dean’s List (Fall 2019, Fall ’20-Spring ‘22) | * Tau Sigma National Honor Society for Journalism |
| * Brazilian Students Organization (Spring ‘20-Fall ‘22) | * Kappa Tau Alpha National Honor Society |

**SOFTWARE SKILLS**

|  |  |
| --- | --- |
| * **Adobe Creative Suite:** Photoshop, Illustrator, Lightroom, Premiere Pro, InDesign, AfterEffects | * **Google Products:** Google Sheets, Google Docs, Google Slides * **Web Design:** WordPress |
| * **Microsoft Office:** World, Power Point, Excel |  |
| * **Hootsuite:** digital publishing software |  |

**LANGUAGE PROFICIENCY**

|  |  |
| --- | --- |
| * Fluent in Portuguese | * Fluent in English |
| * Fluent in Italian | * Proficient in Spanish |