

ALISON HERRMANN

DIGITAL PRODUCER



WWW.ALISONHERRMANN.COM



@ALISONHERRMANN

ABOUT

I am a digital producer looking for an opportunity to learn and expand my experience in the field of social media marketing and digital production.

CONTACT

(262) 515 5889

alison.e.herrmann@gmail.com

Green Bay, Wisconsin

EXPERIENCE

PRODUCER | USA TODAY NETWORK-WISCONSIN | JUNE 2016 - PRESENT

- Edits content for and manages 11 online sites.
- Works across the USA TODAY Network and with the Associated Press to share content.
- Collaborates with editors and a design studio to oversee daily print production.
- Works with editors and reporters to create content for a website focusing on the Green Bay Packers.
- Leads the social media team which helps optimize engagement on all social media accounts.
- Creates content for and manages social media accounts—Facebook, Twitter, Instagram, YouTube.
- Writes weekly stories and quizzes to increase audience engagement.
- Works as a Green Bay Packers game-day producer for the USA TODAY Network.

OTHER EXPERIENCE | SEPTEMBER 2015 - PRESENT

- Head of social media Dartball Depot
- Freelance logo design for Dark Horse Consulting
- Social media intern for Wild Ones: Native Plants
- News editor of UW-Oshkosh independent student newspaper The Advance-Titan

SKILLS

- SEO
- ORGANIZATION
- AP STYLE
- SOCIAL MEDIA
- ADOBE CREATIVE SUITE
- PHOTOGRAPHY
- CHARTBEAT
- COPY EDITING

EDUCATION

UNIVERSITY OF WISCONSIN OSHKOSH
MAY 2016
BACHELOR OF ARTS
MAJOR: JOURNALISM (ACCREDITED BY ACEJMC)
EMPHASIS: WRITING/EDITING