

# ALISON HERRMANN

DIGITAL PRODUCER



@ALISONHERRMANN



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ALISONHERRMANN.WEEBLY.COM

## ABOUT

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

## CONTACT

(262) 515 5889  
alison.e.herrmann@gmail.com  
Green Bay, Wisconsin

## EXPERIENCE

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

- Helps manage 11 branded Facebook and Twitter accounts, including special projects
- Curate home pages based from Chartbeat results
- Copy edit web and print content

### SOCIAL MEDIA INTERN | WILD ONES: NATIVE PLANTS | MARCH 2016 - JUNE 2016

- Created monthly executive calendars for social media posts
- Wrote and scheduled postings using Facebook and Hootsuite
- Increased readership and followers
- Tracked analytics for Facebook and Twitter

### NEWS EDITOR | THE ADVANCE-TITAN | SEPT 2015- MAY 2016

- Interviewed, hired and managed team of up to seven writers
- Assigned and prioritized stories weekly
- Used Adobe InDesign and Photoshop on a weekly basis
- Utilized creative skills for page layouts for weekly newspaper
- Contributed writing and photography skills

## SKILLS

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

## EDUCATION

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