

ANISSA GISELLE REYES

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EDUCATION

The University of Texas at Austin	Bachelor of Journalism Spanish Business Certificate	May 2022
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NEWS AND MEDIA EXPERIENCE

Digital Intern August 2021 — December 2021

Modern Luxury Magazine; Remote

- Produced content daily including news hits, listicles or features covering fashion, arts, culture and entertainment news
- Conducted celebrity interviews, researched, wrote and fact-checked stories.
- Consolidated press releases into editorial content ensuring SEO best practices

General & Senior Reporter January 2020 - January 2021

The Daily Texan; Austin, Texas

- Reported, wrote and edited two stories a week while ensuring AP style proficiency
- Attended weekly pitch meetings to develop story ideas with staff members
- Explored student and Austin life with a focus on small businesses, student organizations and pop culture

Social Media Contributor

The Daily Texan; Austin, Texas January 2019 – May 2019

- Collaborated with a staff of 25 other students who managed the social media accounts of the school newspaper
- Distributed news stories online, created social media friendly content, and covered live events on all social media platforms such as Instagram Facebook and Twitter

News Intern

KVUE Media; Austin, Texas August 2019 - December 2019

- Assisted news reporters on the pre and post-production of daily news stories to be put on air
- Arranged and led interviews for reporters while assisting with the writing and editing of news packages
- Assisted with the production of the evening news by writing copy and assembling a cohesive rundown
- Stories included sporting events, Austin ISD board meetings, housing, burglaries and police briefings

PR & MARKETING EXPERIENCE

OPTIZMO Technologies August 2022 — Present

Ad Operations Marketing Specialist; Austin, Texas

- Maintain AdOps performance parameters and pre-set baselines for performance and deliverables for the company's website
- Identify audience profiles and map audience journeys to identify gaps in engagement and experience in advertising operations
- Collect, track and analyze user engagement, impressions and revenue while providing ongoing feedback and suggestions

Zilker Media

Publicity Intern; Austin, Texas February 2022 — May 2022

- Spearheaded PR strategies for clients across industries in healthcare, business, entrepreneurship, and thought-leadership
- Secured media coverage for TikTok influencer, [Dr. Jennifer Lincoln](#)
- Produced collateral materials such as expert bios, press releases, media alerts, and more

OPTIZMO Technologies

Marketing Intern; Austin, Texas June 2021 — August 2022

- Produced content for the company website as well and posted written articles ensuring SEO best practices
- Performed various marketing tasks such as running reports, analyzing website traffic and emailing campaign performance

SKILLS AND AFFILIATIONS

Skills: Reporting and Writing, Social Media Management, PR & Brand Development **Technical:** Social Media Platforms (Instagram, YouTube, Twitter, Facebook, LinkedIn, TikTok), Microsoft Office Suite, Adobe Audition, Adobe Premiere, InDesign, WordPress, Content Management Systems, Google Suite, Zoom, Google Analytics and Google AdSense **Language:** English and class-room level Spanish

Member: National Association of Hispanic Journalists (NAHJ)

HOBBIES & INTERESTS

- Dance: 19 years of professional dance training in a variety of disciplines such as Mexican Folkloric, Flamenco, Tap, Ballet and Jazz

References available upon request