

## SKILLS

### Social Media Management

- Meta Business Suite, Later, Hootsuite, Sprout

### CMS

- WordPress, ButterCMS

### Email Marketing Platforms

- HubSpot, IBM Acoustic

### Adobe Software

- Photoshop, InDesign, Dreamweaver, Workfront

## CONTACT

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Orlando, FL

## EDUCATION

 **UNIVERSITY OF FLORIDA**  
BS in Advertising

 **VALENCIA COLLEGE**  
AA in Journalism

# ANNA MARIE GERROL

## EXPERIENCE

### COPYWRITER | GLOBAL UX/UI EXPERIENCE DESIGN

– UNIVERSAL ORLANDO RESORT

*(January 2024 – Present)*

Write compelling, engaging brand-building creative copy for online/interactive marketing projects in a uniquely Universal brand expression and voice. Develop user-centered copy for digital interfaces, including websites, mobile apps and other digital platforms.

### COPYWRITER

– NRG ENERGY

*(May 2023 – January 2024)*

Developed copy for digital media and print campaigns, as well as blogs and social media content, customer communication and sales collateral. Collaborated with designers and marketing stakeholders to develop and execute creative strategies.

### COPYWRITER & DIGITAL CONTENT MANAGER

– NEWAGE, INC. (FORMERLY ARIIX, LIMU)

*(July 2018 – March 2023)*

Developed and deployed email nurture campaigns featuring customization. Analyzed performance metrics. Developed the branding for global DTC products in the health and wellness space. Produced print collateral including brochures and product packaging, digital landing pages, video scripts, internal and external email communications, corporate blogs and social media posts.

### DIGITAL PRODUCTION MANAGER

– LIVING LOCAL FL MAGAZINE

*(October 2017 – June 2018)*

Oversaw the production of a monthly publication, ensuring quality and accuracy. Lead monthly client meetings regarding advertising budget, objectives and tactics. Optimized processes by implementing new SOPs. Developed a monthly content calendar and revamped Living Local's social media presence, increasing engagement by over 240%.

### JUNIOR ACCOUNT EXECUTIVE

– MOORE AND SCARRY ADVERTISING

*(August 2015 – June 2017)*

Oversaw the production of monthly creative assets to be used across all advertising channels, including traditional and digital media (cable, radio, broadcast, print, YouTube True View, social media, outdoor billboard, direct mail, email marketing). Crafted creative briefs and managed workflow of internal departments.