

# Joana Snellenberger

Digital Content Writer/Multimedia Coordinator

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Austin, Texas



## Professional Summary

As a Digital Content Writer and Multimedia Coordinator for the past three years, I wrote for different media outlets such as a personal website I designed to host my blog and Portfolio content. I managed to increase a steady traffic on my website as I used marketing tools to create engaging content posts and social media posts. During my years at Full Sail University, I gain the ability of work at multiple projects at the same time, while developing excellent organizational skills.

## Skills

Ability to communicate complex information  
Managing multiple projects and meet deadlines  
Flexible, fast and adaptable  
Social Media Strategy  
Outstanding communication  
Problem Solving Skills  
Resource Management

## Education

Creative Writing (Bachelor's)  
Full Sail University  
Florida, Online  
2017 -2019

Hospitality Management  
Rio de Janeiro University  
Rio de Janeiro  
2005-2008

## Professional Experience

Content Writer, Live Out Loud Too -Personal Journey Blog, Remotely, 2018 – Present

- Creating Content, Editing and sharing engaging content for the Live Out Loud Too Blog
- Developed a creative online engagement through social, like Twitter and Instagram.
- Monitor and leverages hashtags and Pinterest Pins for marketing.
- Creating newsletter and monitoring the statistic at WordPress Website.
- Developed and maintain the Website on WordPress up to date.
- Monitoring the blog traffic on Google Analytics.
- Overseeing social media posts and blog layout for updates

Club Lounge Attendant, The Ritz Carlton- Chicago, Chicago, March 2019 – September 2019

The Five start Hotel in Chicago trained me to work with the luxury guests, assuring they would have the best experience during their stay.

- Preparing the Club Lounge for their arrival, matching their preferences, making sure we would have their special requirements fulfilled
- Setting up the food presentation and checking the special dietary requests were available.
- Working with other departments, ensuring the guess have all their needs fulfilled.
- Increased costumer service ratings through a personable service.

Creative Projects for Full Sail University, Online Degree, 2017 – 2019

A series of projects developed during the bachelor's Creative Writing degree at Full Sail University

- E-Book Development and Self-Publishing.
- Transmedia Project Development
- Video Game and Comic book - writing and development
- Wrote and execute the steps of a Video Game creative process
- Wrote and edit a Comic Book Script for the Writing for Comics class.
- Developed a Portfolio website, created videos using Adobe Premiere Pro
- Learned how to use different software like Editorial Calendar Platforms, Google Documents, Microsoft Office.