

Ana St. John

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 Coppell, TX - 75019

PROFESSIONAL SUMMARY

I've skillfully crafted content, creative concepts, tactics, and strategies across diverse platforms—from social media to broadcast and digital channels. I have a deep understanding of social media behavior and specialized expertise in the U.S. Hispanic media landscape. I excel at adapting brand voice, tone, and sentiment to storytelling that meets messaging goals and drives meaningful engagement across audiences.

WORK EXPERIENCE

Social Media and Marketing Manager

XL Pro Staffing and Consulting 2024 - Present

- Lead social media strategies across key platforms to drive engagement and deliver consistent brand storytelling.
- Create digital content in English and Spanish, aligning with brand voice.
- Direct and coordinate video and photo shoots to support content development and campaign needs.
- Develop marketing materials that align with business goals and connect with culturally diverse audiences.
- Manage website content to improve user experience and drive growth.
- Collaborate with senior leadership to support business initiatives.
- Track performance metrics and KPI's to optimize reach, engagement, and lead generation.

Language Community Moderator

Social Factor 2022 - 2025

Live moderator for events and brands including Toyota, Lexus, Coachella (2022-2025), YouTube Game On, Google Cloud Next '22, and NFL Sunday Ticket 2023.

- Drive authentic brand voice and tone by engaging audiences and crafting real-time content in English for Toyota, ensuring consistent messaging and positive audience connection.
- Perform triage content moderation for Lexus, managing user interactions to maintain brand standards and timely responses.
- Moderate live digital events to ensure compliance with community guidelines.
- Monitor social media trends and user behavior to optimize moderation and support storytelling.
- Collaborate with teams to deliver fast-paced moderation and uphold brand perception.
- Enforce community standards by removing inappropriate content to protect brand integrity.

National News Writer

Estrella Media 2020 - 2021

- Wrote and edited news stories, scripts, and headlines tailored for Hispanic audiences, delivering clear, engaging content under tight deadlines.
- Coordinated with producers and assignment desks to ensure timely and accurate story development.
- Conducted research and fact-checking to guarantee content accuracy.
- Translated complex topics into accessible messaging that resonated culturally and linguistically with diverse Hispanic viewers.
- Applied strong news judgment to deliver innovative storytelling across entertainment, sports, politics, public health, business, and law.
- Ensured all content met journalistic ethics and company standards.

Communications Specialist & Social Media Manager

Zarate Picture - 2019

- Create and implement social media strategies for political campaigns, aligning with campaign goals.
- Develop and deliver compelling content to engage diverse audiences and boost visibility.
- Cover and report on political events, demonstrating expertise in current affairs.
- Create data-driven presentations and analyses to provide strategic insights.
- Build and maintain relationships with politicians, media partners, and communities.
- Use crisis communication skills to manage issues, ensuring consistent messaging.

Communications Specialist

Asocebú -Brahman World Congress 2017

- Develop and implement communications strategies to convey messages in English and Spanish.
- Write, edit, and prepare communication materials (memos, emails, reports, etc.).
- Facilitate ongoing communication between stakeholders to ensure collaboration.
- Support engagement and outreach initiatives to enhance participation.
- Provide exceptional customer service to foster positive interactions and improve satisfaction.

Communications Specialist & Journalist - Internships

Republic of Colombia, Departamento Administrativo de la Función Pública 2014

- Develop and execute content strategies for internal and external communications.
- Provide strategic design and support for activities.
- Serve as community manager and conduct social media analysis.
- Implement follow-up plans for disseminating institutional policies.
- Lead public relations efforts to enhance the institution's image.
- Demonstrate expertise in social media channels and their strategic use in public institutions.

Communications Specialist & Journalist - Internships

Newsroom - Faculty of Communications, UJTL 2012 - 2014

- Produce, edit, and write engaging content tailored to clients and industries, aligning with their needs.
- Collaborate in creating promotional materials for websites and social media.
- Cultivate and manage an extensive network for access to compelling stories.
- Conduct fact-checking, revision, and proofreading to ensure accuracy and adherence to standards.
- Ensure spelling, punctuation, and grammar accuracy.
- Provide comprehensive coverage and Livestream for university events.

EDUCATION

Bachelor's degree in Social Communication and Journalism

University of Bogotá Jorge Tadeo Lozano (UJTL) - 2016

ONLINE COURSES

Modern Care Agent Pro Sprinklr - 2022

Marketing Strategies University CEU Cardenal - 2014

Innovation and entrepreneurship University of Madrid - 2014

SKILLS

- Strategic Communications & Social Listening
- Content Creation & Storytelling
- Research & Market Analysis
- Social Media Strategy & Management
- Project management
- Brand Messaging & Positioning
- Audience Engagement & Growth
- Copywriting & Editing
- SEO & Content Optimization
- Crisis Communication & Reputation

SOFTWARES

- Premiere Pro
- Filmora
- Audition
- Canva
- iNews
- Sprinklr
- Google Analytics
- Google Search Console
- Meta Ads Manager
- Microsoft Office Suite
- Asana
- Monday