



# ARIANA RODRIGUEZ-GITLER

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## WORK EXPERIENCE

### Digital Producer II | Pew Research Center *Nonpartisan fact tank*

July 2019 – Current | Washington, DC

#### Digital Producer I | May 2017 – June 2019

- Manage cross-disciplinary teams to develop user-centered digital products, interactive features, fact sheets and reports
- Revise and implement processes for digital project management and production across the organization
- Analyze data to report on product success to stakeholders
- Create and implement email marketing strategies to improve user experience and increase audience engagement
- Develop and copy edit digital content
- Oversee and evolve process for translating digital products into various languages to meet international engagement objectives
- Optimize content for search, as well as ensure content matches user needs and expectations

### Digital & Visual Communications Officer | RRI *International coalition for land rights advocacy & research*

Jan. 2016 – May 2017 | Washington, DC

- Managed consultant projects and contracts for creation of interactive storytelling features, website designs and videos
- Updated and maintained websites for four initiatives
- Developed digital communications strategies
- Planned digital releases/campaigns for publications and events

### Associate Web Producer | PBS *National public broadcasting service*

Sept. 2014 – Jan. 2016 | Arlington, VA

- Managed, built and maintained 250+ program web pages and sites, which included gathering, creating and editing materials
- Developed content promotional schedules and supported objectives for tune-in and online video streaming
- Revitalized, managed and grew PBS Arts' presence on Twitter
- Analyzed website and video traffic using Google Analytics

### Marketing/Communications Production Intern | PBS May – Aug. 2014 | Arlington, VA

- Served as production assistant on video shoots
- Created graphics for social media and digital video platforms
- Cut video and audio using Final Cut 7 and Premiere

### iPad Director | True North Magazine *Student-led magazine project*

Aug. – Dec. 2013 | Chapel Hill, NC

- Established print and iPad magazine aesthetic and style guide
- Led and reviewed print and iPad magazine content and design

### Director of Visuals | The Daily Tar Heel *Independent student newspaper*

Aug. – Dec. 2012 | Chapel Hill, NC | Circ. 38,000

Design Editor | Aug. 2011 – April 2012

Assistant Design Editor | Jan. – April 2011

- Directed visual presentation in print and online
- Led collaboration with visual and writing desks
- Trained and managed editors and staff of over 200

### Multimedia Designer | WhichWayNC, Reese News Lab *Mobile-optimized news website*

May – Aug. 2012 | Chapel Hill, NC

- Collaborated with team members to launch WhichWayNC.com
- Designed static, motion and interactive graphics
- Wrote and reported articles and blog posts

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## EDUCATION

Duke University Continuing Studies | 2019 - Current  
Project Management Certificate

UNC-Chapel Hill | May 2014  
B.A. in Journalism and Global Studies

## SKILLS & SOFTWARE

**Project management** | Basecamp | TeamGantt | GitHub | Jira | **Web publishing** | WordPress | Google Analytics | SEO | **Editing & content production** | Adobe Creative Suite | After Effects | Final Cut | MailChimp | Microsoft Office | Google Docs & Sheets

## PROFESSIONAL ORGANIZATIONS

**AIGA** | DC Design Week Programming Lead | 2018 – Current  
**Online News Association** | 2017 – Current