

ANA M. BANE GAS



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EXPERIENCE

PONCE BANK – NEW YORK

MARCH 2019 – NOVEMBER 2020

Content Marketing Manager

- Responsible for developing, designing and managing content that promoted the bank's brand, initiatives, campaigns, products and services to drive the organization's mission, and public persona
- Created multilingual social media content to engage with our core audience and highlight brand culture which led to a 30% engagement increase compare to PYTD
- Lead the content distribution strategy for community affairs event participation and sponsorships which increased engagement efforts by 45%. Additionally, served as a key player at corporate or public events forging meaningful relationships with community leaders
- Collaborated with the designer to amplify the ideation and design layout of bank-wide communication promoted internally, in-branch, and on social media networks
- Designed and produced bank-wide internal communication that furthered employee knowledge, engagement and collaboration via e-mail marketing campaigns
- Integrated a partnership with data management company Yext to optimize the bank's digital presence for thirteen branches by launching Google My Business listings, enhanced digital content for brand consistency, monitored costumers reviews, and increased search impressions by 39%
- Implemented a customer review management strategy that monitored, acknowledged and provided an active/human tone response to online reviews, good and bad, not only to strengthen the brand's online reputation but also to build trust with our audience
- Managed the Bank's video production which included: video conception and development, provided direction to the production team, tracked and communicated production schedule(s) to all stakeholders, created scripts in English & Spanish, reviewed and approved video edits all while adhering to the brand guidelines

NBCUNIVERSAL – NEW YORK

APRIL 2013 – SEPTEMBER 2018

Affiliate Relations Specialist, Hispanic Group – Telemundo

- Maintained a direct communication framework with Telemundo Network and 57 national broadcast affiliate stations
- Served as the primary lead on all day-to-day traffic and programming operations while ensuring that all affiliate stations cleared network programming in accordance with Telemundo policy affiliation agreements
- Worked in close collaboration with Telemundo Network team in Florida to identify programming/ scheduling issues and established a timely response to the affiliate station's request to preempt network programming
- Managed over 200+ local programming change requests from inception to completion aiming to increase local brand awareness
- Responsible for the creation and maintenance of the affiliate stations' compliance reports which included a YTD summary of programming preemptions, technical reporting, off-air incidents, and breaking news notifications
- Established weekly reporting analysis to the Affiliate SVP that included the status of approved, denied, and unauthorized local program preemptions as well as any resolutions
- Revised World Cup graphics on the Telemundo FIFA marketing portal, uploaded assets to feature correct time zone for matches in the Group Stage, and managed deliverables to the marketing manager
- Audited 57 stations' Facebook pages, identified outdated cover pages, made recommendations to affiliate stations per Telemundo's on-air promotional efforts to maximize local brand awareness

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EXPERIENCE CONTINUED

UNIVISION 41 (WXTV) – TEANECK, NJ

MARCH 2012 – APRIL 2013

Communications and Community Relations Assistant

- Managed and administered all internal/external communication related to community, public relations, and public affairs proceedings for WXTV
- Forged strong relationships with community leaders, non-profit organizations and government officials to further WXTV engagement strategies
- Planned and executed the event coordination of annual station sponsored parades, including communicating all logistics, pre/post event analysis, and adherence of all external stakeholders (artists, audio, security, volunteers etc.)
- Produced weekly public affairs programs that included on-air rotation of community engagement events and the scheduling of PSA's tied back to WXTV's community campaigns
- Lead the development, execution, and management of all community engagement procedures in partnership with 30 non-profit organizations

LEADERSHIP & DEVELOPMENT

Seasonal Brand Ambassador, MKTG, Inc.

July 2015 – Jan. 2020

- Onsite experiential brand ambassador responsible for crowd control, check-in, bag check and promo giveaway. Additional responsibilities include partnering with the event manager and provide useful recommendations to improve consumer experience. During my tenure as a brand ambassador, I have worked in experiential events with clients such as Nike, Amazon, Biofreeze, Wells Fargo, and TopSpin

Events Committee Leader, Young Professional Network (YPN), NBCUniversal

Jan. 2016 – Sep. 2018

- Developed and executed programs around professional development opportunities and leadership skills. Managed event logistics which included communications, venue reservation, catering, guest registration, transportation, talent, guest-list, AV/graphics, premiums, and post-event breakdown

SKILLS

PROFESSIONAL

- Brand ambassador
- Brand strategy & partnerships
- Content production & curation
- Corporate communications
- Experiential marketing
- Project management
- Social media integration

SOFTWARE

- Adobe Creative Suite: InDesign, Illustrator, and Photoshop
- Constant Contact: Email marketing and data analysis
- Google My Business, G Suite, Google Analytics
- Social media management: Salesforce Social Studio, Sprout Social, Yext, Facebook Business and Instagram Business
- WordPress/Wix website development and curation

EDUCATION

HUNTER COLLEGE CONTINUING EDUCATION

Certification: Combined Digital Marketing & Adobe Tools

September 2019 – Present

GOOGLE CAREER CERTIFICATE

Foundations of Project Management

March 2021 – Present

FORDHAM UNIVERSITY

Graduate School of Business, Pre-MBA

April 2011 – August 2011

STONY BROOK UNIVERSITY

Bachelor of Arts in Sociology

September 2004 – August 2007

LANGUAGE

SPANISH – Native/Bilingual proficiency