

# MERCY KOEHLER

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272 Ferrule Dr. Kyle, TX 78640

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## PROFILE

Versatile digital media professional skilled in social media management, content creation, and customer service. Ability to design eye-catching content using Canva, InDesign and Photoshop. Passionate about design and content development, and highly skilled in team collaboration. Demonstrates strong communication, interpersonal skills, and attention to detail, and an ability to leverage data-driven insights to optimize online presence and drive engagement. Proficient in web design languages such as: HTML, CSS, and JavaScript. Possesses knowledge and experience through coursework in the data analysis programs Python, SQL, Tableau.

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## STRENGTHS AND EXPERTISE

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|-----------------------------|----------------------|------------|
| Team Leadership             | Adobe Creative Suite | HTML       |
| Communication               | Canva                | CSS        |
| Multimedia Content Creation | SQL                  | Javascript |

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## PROFESSIONAL EXPERIENCE

### Aviator Pizza and Brew Company Staff Trainer

March 2019- Present

Accomplishments: Strong communication skills, leadership, time management, teamwork, management, problem-solving, paid-social, Canva, scheduling, content creation, Hootsuite

### Aviator Pizza and Brew Company Content Creator Intern

August 2023-March 2024

Problem-solving, paid-social, Canva, scheduling, content creation, Hootsuite, client development

### Texas State University Social Media Contributor

Fall 2023

Social media content creation, Facebook and Instagram, social media analysis, client development

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## EDUCATION

School | Texas State University Graduation Year: 2024

Major: Digital Media Innovation and Mass Communication Minor: Psychology

- 3.71 GPA
- Relevant Coursework: Intro to Advertising, Fundamentals of Digital and Online Media, Media Writing, Advanced Social Media Analytics, Sports Media, Coding for Data, Web Design, Media Design, Personality Psychology, Psychology of Adulthood and Aging, Lifespan Development, Degree Accelerator Coding for Data Track
- Dean's List