

JANINE GÜRTLER

MULTIMEDIA JOURNALIST + DIGITAL STORYTELLER

CONTACT



485 Marin Boulevard, Apt. 1722
Jersey City, New Jersey 07302



201 565 53 10



janine.guertler@gmail.com

SKILLS

Writing

Wrote short news, reports, profiles for online and print. Optimized content for SEO and social media.

Filming

Produced, recorded and edited documentaries, features, event films.

Moderation

Produced and presented stories for MZ's website, YouTube and Facebook channels.

Programs

Adobe Premiere, InDesign, CMS CoreMedia, Wordpress, Google Analytics

EDUCATION

2011 – 2013

M.A. Multimedia & Authorship, Halle

Hallesche Europäische Journalistenschule für Multimediale Autorschaft/ Halesma A.N.D.

2010 - 2011

B.A. Cinéma, Bordeaux, France

Semester abroad at Université Michel de Montaigne in Bordeaux.

2008 – 2011

B.A. Media & Communication / French Studies, Halle (Saale)

Martin-Luther-Universität Halle-Wittenberg.

LANGUAGES

German
native

English
fluent

French
fluent

Spanish
upper-intermediate

PROFESSIONAL PROFILE

- Multimedia Journalist from Germany with fluency in English and French
- 5+ years of experience in **writing** for online and print media
- Keen eye for **copy editing**
- Deep knowledge of **filming and editing** (Adobe Premiere)
- Excellent **storytelling** and **multitasking skills**

Eligible to work in the US, and available for immediate employment.

EMPLOYMENT HISTORY

NOV 2015 - FEB 2019

Online Editor | Mitteldeutsche Zeitung (MZ) | Halle (Germany)

- Pitched and wrote [articles for web and print](#) under tight deadlines
- Developed [new video formats](#) and [multimedia stories](#)
- Used traffic insights and social media to find trending topics and shaped new story ideas
- Pushed viral topics and managed social media community
- Significantly increased (up to 146 %) number of followers on three of MZ's local Facebook pages within twelve months
- Led the coverage of a celebrity high diving contest, presented live on Facebook (23,000 hits, reached 35,000 users)

NOV 2013 - OCT 2015

Journalist Trainee | MZ | Halle

- Wrote for local issues and the editorial section of MZ
- Internships at [German news agency DPA](#), [radio station MDR](#)
- Writing workshops at [Journalism school IFP](#) in Munich

OCT 2012 - TODAY

Freelance Writer and Video Producer | Halle, New York

- Writing features and profiles for Mitteldeutsche Zeitung as a Freelancer
- Produced [event films](#) for Volkswagen, Geist+Reich GmbH, City Marketing
- Wrote about local news and campus life for City magazine „aha-alles Halle“

FURTHER STUDIES / CERTIFICATES

APR - JUN 2019

Feature Writing | Gotham Writers Workshop | New York

Wrote various [features](#), [profiles](#) and [reports](#) in English

JUN 2019

Grow with Google Workshops | Google | New York

MAY 2018

Facebook Video Workshop | Journalism Academy | Hamburg

Specialized in storytelling, marketing of social videos, Facebook live

MAR 2018

Presenter Workshop | Journalism Academy | Hamburg

Sharpened moderation skills with TV-professionals, shot a showreel