

ANNA SMITH

Contact

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Communications and Advertising Experience

UW-Madison Office of Admissions and Recruitment | Madison, WI | August 2017-Present

Social Media and Communications Coordinator

- Manage the UW-Madison Admissions Facebook, Twitter, Instagram and YouTube accounts using Hootsuite
- Connect with prospective students through creative and engaging campaigns
- Concept, produce and edit video content for social media promotions using Adobe Premiere
- Analyze social media using tools such as Facebook Insights, Twitter Analytics, and YouTube Analytics

Razorfish | Chicago, IL | June-August 2017

Quality Assurance Intern

- Evaluated responsive websites across browsers and devices for functionality, copy, design and accessibility
- Developed innovative functionality, interactive experiences and social engagement strategies
- Identified key insights through in-depth target and industry research using primary and secondary sources such as MRI and Simmons data
- Collaborated with a team to create and pitch a 360 marketing campaign for Netflix; presented to management
- Managed multiple project timelines by prioritizing work and remaining flexible on a day to day basis

Zurich Insurance North America | Chicago, IL | May-August 2016

Strategic Execution Intern

- Created a TED Talk style presentation on aspects of insurance for the CEO to present at an industry event
- Conducted in-depth research on insurance related topics and synthesized information into presentation notes
- Built visual representations of data concerning competitor earnings to be shared with Senior Staff

Wisconsin Singers | Madison, WI | July 2015-May 2016

Project Manager

- Created and executed an Integrated Marketing Campaign for the On Campus show including innovative marketing strategies such as advertising magnets and a promotional video
- Coordinated show promotion and ticket sales of four Singers Partnered Shows with community members
- Formulated budgets and schedules utilizing Excel for each Singers Partnered Show and the On Campus show

Leadership Experience

Apex | Madison, WI | January-May 2017

Media Director, J475 (Strategic Campaign: Fox Sports, PGA)

- Conduct in-depth primary and secondary research on industry, target market and media habits
- Collaborate on the development of strategic direction for the PGA campaign
- Create integrated traditional media plan by balancing efficiency with client objectives and budget

Colleges Against Cancer | Madison, WI | September 2014-Present

Director (August 2017-Present)

- Organize entertainment and logistics of UW-Madison's Relay for Life Event for over 1,500 participants
- Coordinate awareness events such as Breast Fest and the Great American Smoke Out to educate the Madison community about cancer and to fundraise for the American Cancer Society
- Chapter awarded Leader of Hope status and ranked the 14th Collegiate Relay For Life Event in the nation by fundraising over \$157,700

Curb Magazine | Madison, WI | August-December 2016

Marketing Representative, J417

- Pitched advertising space to local and state-wide businesses
- Raised over \$10,000 of revenue for the production and distribution of Curb Magazine by working with a business team of four students to fundraise and sell advertising space
- Produced a magazine story, an alternative story form and a multimedia story through in-depth reporting
- Facilitated School of Journalism merchandise sales by coordinating with the vendor, producing promotional copy and organizing distribution

Advertising Club | Madison, WI | September 2014-Present

Account Manager (2015-2016), Creative Team

- Managed marketing accounts for the UW-Madison Writing Fellows Program & the Men's Club Volleyball Team
- Developed a new brand image for the Writing Fellows including a logo and target-specific promotional materials

Education

University of Wisconsin-Madison

May 2018, GPA: 3.75/4.00

*School of Journalism &
Mass Communication*

Bachelor of Arts in Journalism

Strategic Communications/Reporting

Certificate in Business

Computer Skills

GFK MRI Data Analysis

Simmons One Choice Data Analysis

Adobe CC

Social Media

iMovie

Audacity

Wordpress

HTML/CSS Basic Webcoding

General Skills

Problem Solving

Data Analysis

Project Management

Media Planning

Content Creation

Advertising Sales

Fundraising

Event Development

Primary and Secondary Research