

# ANNA SMITH

## Communications and Advertising Experience

**UW-Madison Office of Admissions and Recruitment** | Madison, WI | August 2014-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 2014

*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 2013

*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 2012-May 2013

*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 2015-Present

*Media Director, J475 (Strategic Campaign: Trek Bicycle Corporation)*

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

**Colleges Against Cancer** | Madison, WI | September 2011-Present

*Director (2014-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 2014

*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 2013-Present

*Account Manager (2013-2014), 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

## Contact

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## Education

**University of Wisconsin-Madison**

May 2015, 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