



ANGELA ANDERSON

COMMUNICATION MAVEN

Contact

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Skills

- Client Decks
- RFPs
- TrendKite & Meltwater
- MailChimp
- SEO (Hubspot)
- Influencer Partnerships (Tagger)
- Adobe Suite
- Event Planning & Budgeting
- Client Activity Reports
- Media List Building & Pitching
- Maintain Team Productivity Reports

About

Future brand strategist effectively coordinating communication plans, with a strong knowledge of developing integrated marketing campaigns while exceeding client KPIs. Offering 5+ years of hospitality, marketing, and PR experience in client-facing roles, I take initiative when creating high-level content while leveraging excellent AP Style writing.

Education History

2020 - 2022

DePaul University

- Master Degree of Public Relations and Advertising

2005 - 2009

Columbia College Chicago

- Bachelor's Degree of Marketing Communications
 - Concentration: Advertising

Work Experience

FINN PARTNERS

Account Executive 2021 - Current

- Created extensive media lists for each client, customized by industry and timely news angle, resulting in Tier 1 media placements exceeding quarterly KPIs.
- Brainstormed tactics for **press release distribution through PR Newswire and BusinessWire**, increasing target media reach by 17%.
- Contributed to **new business acquisitions while curating brand and influencer partnerships** increasing company revenue.

EMBARK GENERAL

Corporate Comms Assistant 2020-2021

- Strategized and created e-mail marketing campaigns for over 5,000 national subscribers, increasing click thru rate by 2%.
- Designed social media marketing materials and content with Canva and Adobe aligned with brand voice, boosting follower count by 25% in Q2.
- Optimized campaign performance through unique and KPIs to highlight customer