

ANNA BIRK

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EDUCATION

Ohio University | B.S. in Journalism | Athens, OH

2019-2023 | Cum Laude | Dean's List | OMSAR Promise Scholar

EXPERIENCE

Revolution Brewing | Social Media Associate | 2023-2024

- Managed email marketing communications to over 12,000 subscribers
- Helped to execute marketing events with brand partners like the Chicago Sky, Chicago Fire, and Pitchfork Music Festival
- Coordinated influencer events that brought 30% more Taproom sales on average
- Researched, wrote, and edited script for limited-time video series'

Miss Universe | Social Media Assistant | 2022-2023

- Assisted in driving follower count on social platforms by over 3 million
- Tracked monthly and annual revenue using SproutSocial, Google Analytics and Meta
- Played an integral role in content production through close collaboration with the digital team
- Wrote script for several viral TikTok videos that amassed over 500,000 views each
- Managed several livestreams and press kits surrounding the 71st MISS UNIVERSE Competition

Boo Bears Brew | Social Media Manager | 2020-2023

- Increased Instagram engagement, over a two-month period, by >1,000% with accounts that did not follow Boo Bears Brew
- Assisted in the strategic planning and execution of moving fundraisers
- Updated website to optimize user experience using SEO strategies

VARIANT Magazine | Executive Editor | 2022-2023

- Played an integral role in the conceptualization of editorial and creative themes for the publication
 - Handled all communication with administration, executive board and general members
 - Oversaw digital team, public relations department and creative department
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SKILLS

- Meta, SproutSocial, Mailchimp, Later and Twitter Media Studios
- Copy writing and editing
- PremierPro, InDesign, CapCut
- Content curation, trend tracking and video execution

