



# ANNE E. PARKER

digital marketer & social scientist

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## EDUCATION

**West Virginia University – 2019**

**Bachelor of Science in Journalism;**

*Majored in Strategic Communications with an emphasis in Public Relations and Double Minored in Political Science and Strategic Social Media*

## SKILLS

### DESIGN

*Proficient in several design and web-based programs, including Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro CC and After Effects); WordPress software and blogging platforms; Microsoft Office*

*Basic knowledge of coding (JavaScript, HTML, CSS)*

### RESEARCH

*Well-versed in data-driven analytics programs such as NodeXL Pro, Tableau, Qualtrics and Meltwater*

### SOCIAL MEDIA

*Hootsuite Platform certified*

## EXPERIENCE

### Workplace Community Moderator – *Compass*

New York City, NY | 5/19 – Present

- Served as a daily point person managing moderated content, group administration, user questions and liaised with multiple constituents, administrative team members and other users
- Tracked and reported monthly analytics, or ad-hoc analytics as needed, to assess the health, growth and effectiveness of programs implemented into the internal community
- Partnered with community managers and various departments to encourage platform adoption, increase engagement rates and facilitate training sessions

### Research Director – *BrandJRN*

Morgantown, WV | 8/19 – 12/19

- Primary coordinator of all research activities—both secondary and primary—for the branding campaign
- Developed, distributed and collected all surveys for the project while also focusing to assure group and in-depth interview guides were developed and utilized appropriately
- Gathered, recorded and analyzed various types of data that was collected through a number of mediums
- Worked closely with the Brand Manager and various other positions to ensure that the branding plan and campaign planing align with findings of the research

### Digital Marketing Intern – *Aware (formerly Wiretap)*

Columbus, OH | 5/18 – 5/19

- Led and implemented restructured social media marketing efforts, focusing endeavors on paid and organic advertisements
- Wrote and contributed to the creation of digital content, including blog posts and white-papers
- Created, curated and planned social media content across various platforms for company accounts
- Produced and developed video content for diverse projects

### Research Assistant – *West Virginia University*

Morgantown, WV | 1/19 – 5/19

- Authored *Engaging the Twittersphere: Analyzing Hashtags & Engagement Rates on Social Media Networks*
- Aided leading professors on additional exploratory projects related to social media networks and engagement
- Transcribed interviews, annotated and analyzed data sets for common themes, and other assorted supportive tasks

### Public Communications Intern – *City of Morgantown*

Morgantown, WV | 1/18 – 12/18

- Assisted the public relations and communications areas of the City in maintaining and generating positive media coverage for City programs and initiatives
- Developed promotional and educational materials, including but not limited to social media posts, press releases, newsletters, brochures, videos and public service announcements
- Worked directly with communications professionals and local government officials on a daily basis