



ANNE E. PARKER

digital marketer & social scientist

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EDUCATION

West Virginia University

Bachelor of Science in Journalism

Major in Strategic Communications

with an Emphasis in Public Relations

Double Minor in Political Science

and Strategic Social Media

SKILLS

DESIGN & TECH

Adobe Creative Suite

Microsoft Office Suite

HTML; CSS; JavaScript

WordPress

JOURNALISM & PR

AP Style

Copywriting; Technical Writing

Crisis Communications

RESEARCH

Meltwater; NodeXL Pro;

Tableau; Qualtrics

SOCIAL MEDIA & WEB

Facebook Ads / Business Manager

LinkedIn Campaign Manager

Hootsuite Platform certified

HubSpot Social Media certified

SEO; Link Tracking

EXPERIENCE

Workplace Community Moderator – Compass

New York City, NY | 5/19 – 2/20

- Advised C-suite executives, business partner representatives, and 20,000 dispersed employees
- Managed moderated content, product-specific features, and general platform issues
- Tracked and reported scheduled or ad-hoc analytics to assess the health, growth, and effectiveness of programs and campaigns implemented into the internal digital community
- Partnered with community managers and assorted departments on cross-platform projects to produce informational materials

Research Director – BrandJRNY

Morgantown, WV | 8/19 – 12/19

- Coordinated all research efforts for the community branding campaign for Point Pleasant, WV
- Developed, distributed, and collected all surveys for multiple target audiences for the project
- Refined focus group and in-depth interview guides
- Gathered, recorded, and analyzed different types of data through various mediums for a comprehensive, two-part case study
- Worked closely with the Brand Manager to ensure the brand and campaigning plan was driven by research findings

Research Assistant – West Virginia University

Morgantown, WV | 1/19 – 5/19

- Conducted an investigative examination of the relation between the technology community, social platforms, and engagement rate variables
- Aided leading professors on exploratory projects related to sports communications, local journalism, and social media engagement
- Transcribed, annotated, and analyzed interview data

Digital Marketing Intern – Aware

Columbus, OH | 5/18 – 5/19

- Led and implemented strategic social media marketing efforts, refocusing on paid and organic ads across multiple channels
- Authored and contributed to blog posts, white-papers, and email copy
- Created, curated, and planned content for B2B messaging to generate inbound leads
- Assisted in planning and advertising for customer sales events

Public Communications Intern – City of Morgantown

Morgantown, WV | 1/18 – 12/18

- Maintained and generated positive media coverage for City programs and initiatives
- Developed promotional and educational materials, such as social media posts, press releases, newsletters, brochures, videos, and public service announcements
- Consulted directly with communications professionals and local government officials on a daily basis