

# ANNA HENDERSON

aehenders@gmail.com | 256.338.5419 | anna-henderson.com

## EXPERIENCE

---

**Zeno Group;** Redwood City, CA November 2015 – Present  
*Assistant Account Executive, Digital*

- Devises and executes social influencer campaigns, surpassing two million online impressions
- Implemented digital campaign for international corporation's initial launch into US market
- Manages and staffs social command centers at major technology conventions, such as CES
- Analyzes digital media metrics, creates and delivers weekly social report to client
- Leads strategic brainstorms, offering digital insight for traditional PR teams
- Produces graphics and branded content for media kits and press events
- Moderates online communities that boast over one million followers

**KC Projects, LLC;** Birmingham, AL May 2015 – August 2015  
*Public Relations Intern*

- Generated online content for clients, effectively driving brand awareness, engagement and traffic to social media pages
- Designed a variety of graphic art and promotional materials using Adobe Creative Suite
- Planned large-scale events, specifically trade shows and festivals
- Gained over 1100 new followers on social media pages

**The Bottletree Café;** Birmingham, AL June 2014 – August 2014  
*Hospitality and Bookings Intern*

- Provided touring bands with a personable and unique experience by catering to their every need
- Developed digital marketing strategies and executed guerrilla marketing tactics to promote shows
- Facilitated venue bookings and coordinated listings on TicketBiscuit

**Dublin International Piano Festival;** Dublin, IE June 2013 – August 2013  
*Public Relations Intern*

- Formulated promotional campaign for inaugural DIPF, ultimately increasing total social media reach by 75%
- Produced classic and multimedia news releases for international news organizations
- Organized week-long festival schedule, including shows and excursions

**EMERGENZA;** Rome, IT January 2013 – May 2013  
*Content Creator*

- Served as liaison between Australian branch of festival and Italian management
- Conducted interviews with musicians, wrote and published articles online using BLOX Content Management System
- Promoted shows at various Australian Venues via social media

## EDUCATION

---

**Auburn University;** Auburn, AL August 2011 – August 2015  
*Bachelor of Arts in Public Relations*  
GPA: 3.27

**Regent's University;** London, UK January 2014 – May 2014  
*Study Abroad*

**John Cabot University;** Rome, IT January 2013 – May 2013  
*Study Abroad*

## SKILLS

---

Adobe Creative Suite (Illustrator, InDesign, Photoshop, Dreamweaver), Web Design (HTML, CSS), Hootsuite, TweetDeck, Cision, Constant Contact, Sysomos, Final Cut Pro, Spredfast, Canva, Copywriting, Google Analytics, SEO, Blogging, Event Planning and Execution, Community Management, Media Reporting