

ANNALIS CLINT

DYNAMIC, RESOURCEFUL MARKETING MANAGER, CONTENT STRATEGIST, AND DIGITAL MEDIA MAVEN

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HIGHLIGHTS

- Proactive, smart, enthusiastic team player with 9+ years experience wearing multiple hats in brand storytelling, SEO, content strategy, writing, digital marketing, UX, persuasion, psychology, paid ads, data analytics, user research, event planning, CRM, email nurture, PR, and community management. Previous clients include Eventbrite, Google, Disney Animation, BBC WorldWide, Disney Consumer Products, Fox Studios - The Simpsons, Nike Women's Marathon, and more.
- Oversees content planning and production process, including development, project management, writers and creative agencies, and tracking key metrics to optimize performance for content including free reports, webinars, case studies, salary reports, articles, and more.
- Knack for finding storytelling opportunities in unexpected places to create immersive, emotional moments for brands and products.
- Thrives in a fast-paced, deadline driven environment. Highly capable of scheduling travel and delivering exceptional results in a remote setting or via telecommute.
- Writes brief, persuasive language and carefully selects word choices to keep users engaged while reducing errors and confusion. Ideates, researches, writes, and edits bylines, blog posts, books, case studies, campaign copy, in-app content, landing pages, and more.
- Strategic thinker able to manifest high level vision through identifying opportunities, brainstorming innovative solutions, drafting creative briefs, and gaining open-minded feedback. Passionate about optimizing and automating systems to maximize productivity and output.
- Proficient designer with an eye for detail, cultivated aesthetic, and experience in human computer interaction design. Produces striking assets, including video, animation, infographics, email promotions, banners, book covers, logos, and more.
- Identifies, tests, and optimizes performance marketing channels to drive ROI across a range of platforms, including search, social, display, video, and owned channels. Track record for delivering results through management of reporting, targeting, creative, and bidding strategy.
- Proven track record of building brands through influencer marketing and partnership management. Researches and develops relationships with celebrities, influencers, internal stakeholders, and local communities to seed products and drive visible brand adoption.
- Communicates with creative, product, research, and technical teams on their own terms, resulting in projects that are beautiful, functional, cohesive, and accomplished ahead of schedule. Breathes vision and life into projects while ensuring flawless and functional execution.
- Published author with expertise in crafting compelling content. Writes clear, concise copy to connect with customers and drive sales.
- Journalist proficient in developing stories, cold calling sources, covering a beat, conducting in depth interviews, and crafting viral headlines.
- Film Producer with 5+ years experience at companies such as Fox, Disney, JPIF Productions, and others working with vendors, obtaining permits, managing paperwork, casting, story consulting, coordinating large crews, talent management, writing, story development, and negotiating contracts. Track record for delivering quality work under aggressive deadlines.
- Develops measurement frameworks and compiles analytics reporting for KPIs to assist leadership in high-level, data driven decision making.
- Certified public speaker with on-camera and interviewing skills. Calm under pressure and skilled in live event planning.

EXPERIENCE

Eventbrite – Social Media Manager - Contract, Remote - 2019 – 2020

- Leveraged digital content to amplify partnerships with publications including Eater, Fader, California Sunday, Refinery 29. Planned and produced social copy-writing, editing, design, asset discovery, and curation to highlight event collections and seasonal holiday campaigns.
- Implemented digital ad campaigns by determining goals, detailed targeting, lookalike audiences, UTM code tracking, frequency, budget, and managing ad spend. Listens and liaises directly with customers to escalate issues to the customer service team.
- Directed 'Creator Crush' initiative to discover, recruit, and spotlight event creator accomplishments and ignite community engagement.
- Conducted regular audits and reporting to optimize creator social media presence on Facebook, LinkedIn, YouTube, Pinterest, and more.

Google via Adecco – Marketing Manager, Jacquard by Google, Contract, Mountain View, CA - 2018 – 2019

- Established content pillars, tone guidelines, media mix, editorial calendar, OKRs, budget, and schedule, including teaser, lead up, and rollout for B2B partner product releases and 2.0 launch.
- Implemented ambassador content campaign, partnering with 91 digital influencers with 5K-100K following to generate 391 Instagram posts, 118K+ engagements, 2M impressions, 3M reach, and following growth of 133%. Oversaw selection, seeding, surprise and delight unboxing experience, swag, shipment deadline calendar, sentiment analysis, tracking, and final reports.

“CREATIVE, SMART, HIGH-ENERGY, RESPECTFUL, AND WITTY, ANNALIS WILL ADD A GREAT DEAL TO ANY COMPANY WISE ENOUGH TO HIRE HER.”
– CRAIG GRANT, *CREATIVE DIRECTOR, GRANT & ASSOCIATES*

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- Seized viral media opportunity by leveraging popular TV series brand mention into social content that acquired 1.3K likes, 190 retweets, celebrity endorsement, and 12K+ organic engagements across Google and Netflix social media channels.
- Collaborated with UX research team to distribute survey gathering aggregated customer insights, including long and short term product usage and sentiment toward Jacquard mobile app, hardware, and wearable fashion product.
- Supported Jacquard 1.5 launch, from creative briefing, to development and final delivery of website, email, social rollout, and events.
- Gathered data insights, sentiment analysis, and compiled reports from analytics and listening dashboards to establish benchmarks, measure marketing activity progress, and supply critical insights for high level decision making.

O'Reilly Media – Sr. Social Media Manager / Community Manager, Remote - 2013 – 2017

- Produced 60k leads, \$21K+ revenue, 21K email opt-ins, and 87K+ traffic hits via content marketing initiative. Grew @OReillyDesign Twitter following by 337.7%, increasing click-through rate 130%+, engagement 142.6%, and social traffic referrals by 80%+.
- Generated \$300K in revenue for conference events in 2014 through development of brand ambassador program and community outreach sponsorship via Meetup.com. Optimized and automated ambassador program from end-to-end to visibly increase participation., including onboarding experience, digital and live giveaways, lead generation, product seeding, revenue attribution, FAQs page, and incentives.
- Traveled internationally and locally to cover conferences live onsite via sources including Twitter and Instagram Stories. Events and topics included UX Design, NEXT: Economy - Algorithms, sharing economy, Bitcoin & the Blockchain: Radar Summit, O'Reilly Solid - Software, hardware, IoT, and Strata - Data Science in Barcelona, NYC, San Jose, San Francisco, and London.
- Hosted online events including Reddit AMAs, Facebook Live, and Twitter Takeovers featuring industry experts and thought leaders in IoT, bitcoin, and data science that resulted in press write-ups and organic hashtag trending, valued at \$1M+ in Twitter advertising.
- Implemented Instagram brand overhaul and Facebook Live video campaign. Automated asset design process. Designed creative assets including GIFs, video, talent headshots, & more.

Walt Disney Animation Studios – Global Marketing Coordinator - Contract, Los Angeles, CA - 2012

- Compiled artist materials & met deadlines for Animation Awards submissions, resulting in 10 nominations and 5 wins.
- Liaised between production, technical and creative teams to manage digital assets including transferring, renaming, attaching metadata, adjusting, backing up and uploading for productions including Wreck-It Ralph, Paperman, Frozen, & Big Hero 6.

Disney Consumer Products – Content Producer - Contract, Los Angeles, CA - 2011

- Brainstormed and implemented creative digital promotions, viral video initiative, and onsite experiential marketing for D23 Fan Expo.
- Hired and managed production team, binders, call schedule, shot list, and script for YouTube viral video content.

EDUCATION

Emerson College, Boston, Massachusetts – Bachelor of Science in Marketing Communications, PR & Advertising May 2008

Coursework included persuasion, branding, design, psychology, human computer interaction, entrepreneurship, computer science, & more.

**Graduated Cum Laude, Semester abroad in Italy at The American International University studying Italian language & history*

TRAINING

- Certified SEO Specialist Qualification, ClickMinded, 2019
- UX Foundations: Interaction Design & Prototyping, Sketch for UX Design – LinkedIn Learning, 2019
- Advanced Advertising on Facebook , Google Ads Essential Training – LinkedIn Learning, 2019
- Google Arts – Creative Writing, Stand-Up Comedy, Smartphone Filmmaking, Storytelling, Podcasting, Public Speaking, Accents, 2019
- Prototyping iOS with Keynote, Intro to JavaScript, Intro to XCode: Build an iOS App – General Assembly, 2015
- Professional & Public Speaking Course – Speakeasy Communications Consulting, 2014
- CMX- Community Manager Summit 2013, San Francisco.

COMPUTER & SOFTWARE SKILLS

Adobe Creative Suite (Photoshop, Illustrator, InDesign), Keynote, Final Cut Pro, Camtasia, Sketch, Figma, Wireframe, Balsamiq, Wordpress, Squarespace, Shopify, HTML, Slack, Trello, Asana, AirTable, Wrike, Basecamp, Jira, GitHub, GSuite, Google Ads, Google Tag Manager, Keyword Planner, KWFinder, SEMRush, Majestic, Ahrefs, Link Diagnosis, Open Site Explorer, PageSpeed tools, Pingdom, GTMetrix, Google XML Sitemaps, Robots.txt, Yoast, Browseo.net, Screaming Frog, Marketo, CloudCampaign, MeetEdgar, Buffer, Hootsuite, Sprinklr, Sprout Social, Eloqua, Radian6, Social Ads (Facebook, Instagram, LinkedIn, Twitter. etc.), Tealium, UTM codes, A/B Testing, Crazy Egg, Adobe Omniture, Crimson Hexagon, Lithium, Parsley, Chartbeat, SQL, Constant Contact, ConvertKit, MailChimp, AWeber, Pardot, HubSpot, Kissmetrics, Salesforce, Responsys, ZenDesk, Gamma, Contentful, Optimizely.

“ANNALIS IS MASTERFUL AT TURNING IDEAS INTO REALITY; SHE HAS BOTH THE VISION AND THE SKILLS TO MAKE THINGS HAPPEN... ANY COMPANY WITH THE OPPORTUNITY TO HIRE ANNALIS SHOULD COUNT ITSELF LUCKY,”

– JOSH SIMMONS - Open Source Community Strategist, GOOGLE

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