

# Anna Gelaude

Roanoke, TX, 76262 |682 367 2902 |[annagelaude@gmail.com](mailto:annagelaude@gmail.com)  
[Linkedin | https://www.annagelaude.com/](https://www.annagelaude.com/)

## Experience

### Marketing & Sales Associate

July 2025 - Present

#### Onesource Amusements

- Lead creation of advertisements and brand materials using Adobe Creative Suite for digital, print, and social platforms.
- Achieve continued growth in audience engagement, including a 341.7% increase in TikTok followers and a 32.7% growth on Instagram through consistent, targeted content and trend-driven campaigns.
- Produce and send monthly newsletters through email marketing campaigns to engage and retain clients.
- Conduct cost analysis for marketing and media initiatives to maximize ROI.
- Capture photos and videos at company locations for social media, website, and client use.
- Manage sales calls and maintain client relationships from onboarding through post-setup support.
- Post consistently across all social media platforms and brainstorm new marketing strategies to enhance brand presence.

### Social Media Marketing & Sales Intern

November 2024 – July 2025

#### Onesource Amusements

- Develop and execute social media strategies to increase brand visibility and engagement across TikTok, Instagram, Facebook, and other platforms.
- Create and curate visually compelling content for posts, stories, and digital ads, ensuring alignment with brand voice and audience preferences.
- Design graphics and advertisements using Canva and Adobe Creative Suite for use across social media, websites, articles, and print.
- Utilize analytics tools to track performance, optimize content, and drive data-informed improvements in engagement and reach.
- Manage customer communication by handling sales inquiries and maintaining direct contact with clients to provide information, support, and solutions.
- Collaborate with internal teams to support marketing initiatives and maintain cohesive branding across all digital and customer-facing channels.

### Social Media Manager & Media Planner

January 2025 – May 2025

SWOOP Agency

- Managed a team of content creators, designers, and copywriters to produce visually appealing and engaging social media content aligned with client objectives.
- Led the development and execution of a monthly content calendar, ensuring consistent and high-quality content delivery that resonated with target audiences.
- Collaborated with the UNT Transportation client and internal team to create a detailed media plans book, outlining campaign strategies, timelines, and budget allocations.
- Researched and identified optimal media placement opportunities across billboards, social media ads, videos, and cross-promotional channels to maximize campaign reach and effectiveness.
- Created and managed the media budget for campaigns, including designing pie charts and maintaining a media budget calendar to track spend and optimize resource allocation.
- Utilized platform insights and campaign performance data to guide media planning decisions and optimize content engagement.

## **Brand & Media Marketing**

**January 2025 – May 2025**

### **AgenZ PR Agency**

- Led the rebranding initiative, creating a new logo and tagline that aligned with the company's mission, vision, and target audience, resulting in a more modern and recognizable brand identity.
- Collaborated with cross-functional teams to ensure cohesive and impactful brand messaging.
- Created event concepts that aligned with and complemented media campaign strategies for our client.
- Developed media campaign strategies for our client to help facilitate a shift in their public perception.

## **Strategist**

**October 2025 – April 2025**

### **AAF National Advertising Competition**

- Conducted in-depth market research and competitive analysis to identify target audiences, consumer behaviors, and emerging industry trends, shaping the strategic direction for client campaigns.
- Collaborated with creative and media teams to develop compelling advertising concepts and campaigns, ensuring a seamless execution across digital, print, broadcast, and social platforms.
- Conducted audience segmentation and targeting strategies to ensure personalized, relevant messaging that resonated with key demographics and resulted in higher engagement.
- Led brainstorming sessions to generate innovative ideas and foster collaboration across departments, ensuring all team members were aligned with the campaign's vision.

## **Skills/Certificates**

Google | Adobe Suite | Microsoft Office | Google AI | Google Ads | LinkedIn Learning (Negotiation Skills, Generative AI vs Traditional AI) | Problem Solving | Content Creation/Planning | Teamwork | Canva | Brand & Social Strategy | Microsoft Office Suite | Time Management | Leadership | Effective Communication | Critical Thinking | Attention to Detail

## Education

**Bachelor of Science; Advertising & Brand Strategy**

**May 2025**

**Minor in Merchandising**

University of North Texas, Denton, Texas

GPA: 3.6

*Dean List: Fall 2022, Spring 2023, Fall 2023, Spring 2024, Fall 2024, Spring 2025*

*2025 Alpha Delta Sigma Honor Society*

Graduated *Cum Laude*

## Memberships

American Marketing Association

Ad Club

American Advertising Federation

Fashion Merch INC.