

Anna Gelaude

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Experience

Marketing & Sales Associate

July 2025 - Present

Onesource Amusements

- Lead creation of advertisements and brand materials using Adobe Creative Suite and Canva for digital, print, and social platforms.
- Drive significant audience growth through targeted content strategies, increasing TikTok followers by 1050% and Instagram engagement by 36% within 12 months.
- Coordinate company events by managing logistics, vendor relations, and marketing materials to support successful event execution.
- Cultivate and maintain relationships with industry partners, including vendors, media contacts, and event service providers, to support marketing and promotional initiatives.
- Completely redesigned the company newsletter's design and content structure; manage monthly production and distribution to enhance client engagement.
- Track and interpret key performance indicators (KPIs) across our website and social media platforms to evaluate campaign effectiveness and inform marketing decisions.
- Capture photos and videos at company locations for social media, website, and client use.
- Manage and qualify all inbound leads, and maintain client relationships from onboarding through post-setup support.
- Use performance insights and trend analysis to adjust content, posting strategy, and campaign direction for improved audience engagement.
- Support recruitment efforts by sourcing candidates, conducting interviews, and assisting in hiring decisions.
- Supervise and mentor the marketing intern, providing guidance on projects, content creation, and brand alignment.

Social Media Marketing & Sales Intern

November 2024 – July 2025

Onesource Amusements

- Supported the development and execution of 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.
- Assisted in the design of 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.
- Supported 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 2024 – 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 Suite | Google AI | Google Ads | LinkedIn Learning (Negotiation Skills, Generative AI vs Traditional AI) | Scheduling & Calendar Management | Event Planning | Problem Solving | Content Creation/Planning | Teamwork | Canva | Brand & Social Strategy | Time Management | Leadership | Effective Communication | Critical Thinking | Attention to Detail | Client/Customer Communication | Inquiry Handling |

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.