

ANNA GELAUDE

📞 682 367 2902
✉ annagelaude@gmail.com
📍 Roanoke TX, 76262
🌐 [LinkedIn Profile](#)

EXPERIENCE

SOCIAL MEDIA MARKETING & SALES INTERN ONESOURCE AMUSEMENTS NOVEMBER 2024 - PRESENT

- Utilized **analytics tools** to monitor campaign performance, track metrics, and optimize content based on data-driven insights.
- **Created and curated content** for posts, stories, and ads, ensuring alignment with brand voice and target audience preferences.
- **Developed and implemented** social media strategies to increase brand visibility and engagement across platforms.

SOCIAL MEDIA MANAGER & PLANNER SWOOP AGENCY JANUARY 2025 - PRESENT

- **Managed** a team of content creators, designers, and copywriters to produce visually appealing and engaging content that resonates with target audiences.
- Led the **planning and creation** of a monthly content calendar, ensuring consistent and high-quality content delivery aligned with marketing goals and audience preferences.
- Implemented **data-driven decision-making** by analyzing platform insights, engagement metrics, and campaign performance, driving actionable improvements.

BRAND & MEDIA MARKETING AGENZ PR AGENCY JANUARY 2025 - PRESENT

- 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 AAF NATIONAL ADVERTISING COMPETITION OCTOBER 2024 - PRESENT

- 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/TOOLKIT

- Problem Solving
- Content Creation/Planning
- Teamwork
- Canva
- Brand & Social Strategy
- Microsoft Office Suite
- Time Management
- Leadership
- Effective Communication
- Critical Thinking
- Attention to Detail
- **Linkedin Learning Certificates**
 - Negotiation Skills
 - Generative AI vs Traditional AI
- **Google Certificates**
 - Google AI
 - Google Ads

EDUCATION

B.S. ADVERTISING & BRAND PROMOTION UNIVERSITY OF NORTH TEXAS

- 3.6 GPA
- Minor in Fashion Merchandising

AWARDS

DEANS LIST

- Fall 2022, Spring 2023, Fall 2023, Spring 2024, Fall 2024

MEMBERSHIPS

- AD CLUB
- AMERICAN MARKETING ASSOCIATION
- AMERICAN ADVERTISING FEDERATION
- FASHION MERCH INC.