

Anastasia Bennett

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DIRECTOR OF COMMUNICATIONS

Advanced Marketing Solutions
Innovative Communication Strategies
Dynamic Event Planning

A creative MBA-level professional with a special talent for enhancing marketing efforts through digital media and email marketing. Stellar organizational and planning skills, as demonstrated in successful communication strategy implementation and event planning experience. Results-driven leader with an earned reputation for being enthusiastic, efficient, and hands-on.

EXPERTISE

- Comprehensive Marketing & Communication Plans
- Email Marketing
- Digital & Print Media
- Complex Event Planning
- Project Management

EDUCATION

Southern Oregon University, Ashland, Oregon
MBA, Magna Cum Laude

Southern Oregon University, Ashland, Oregon
Bachelor's Degree in Business Administration
Major: Marketing, Minor: Music, Cum Laude

CERTIFICATIONS & CONTINUED ED

Google Analytics Certification
Google AdWords Display Certification
Google AdWords Mobile Certification
Google AdWords Search Certification
Google AdWords Shopping Certification
Google AdWords Video Certification
Portland Code School, Intensive 4-Month
JavaScript Course
RMOTR, Intensive 1-Month Python Course

TOOLS

CRMs: Recruit, Microsoft 365, Salesforce

Email Platforms: Exact Target, Act-On, Salesforce

Publishing & Presentation Tools: Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Microsoft Publisher, Prezi, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Premiere

Website Platforms: WordPress, Drupal

Social Media Platforms & Tools: Facebook, Instagram, Snapchat, Twitter, Hootsuite

Developer Tools: HTML, CSS, Bootstrap, JavaScript, Node.js, Backbone, JQuery, Git

Misc.: Guidebook, When I Work, EZ Texting, GoMo, Twillo

PROFESSIONAL EXPERIENCE

PACIFIC UNIVERSITY OREGON, Forest Grove, Oregon

Director of Undergraduate Admissions Events & Communications | 2015–Current

- Manage department staff and allocate budget funds as appropriate while consistently staying within budget
- Build, send, track, report and analyze email campaign performance proving success in strategies and ROI
- Implement Google Ads, Facebook Ads & SEO best practices into a marketing strategy
- Collaborate with department heads and administration to develop goals, objectives, and strategies for marketing campaigns
- Manage and execute large-scale recruitment events, workshops, and meetings for target populations

Undergraduate Admissions Events & Communications Coordinator | 2013–2015

- Designed and built social media presence and ensured maintenance of each site
- Developed, designed and implemented all marketing materials and communications
- Developed and maintained campus-wide app and online tour module
- Wrote copy and edited university's web pages, print and digital media
- Wrote and produced recruitment videos for potential students

Accomplishments

- Increased student enrollment by 10% over and above projected outcomes by creating and implementing marketing tools that promoted student interest
- Developed a large-scale email communication campaign that sent and tracked 4.5 million emails a year to target audiences
- Exceeded expectations by organizing all events and visits for 2,500+ prospective students/families annually
- Trained and managed a 50-student tour guide program & 20-student recruitment event panel
- Awarded: *Outstanding Contribution to Pacific University Oregon*

SMITH FREED & EBERHARD P.C., Portland, Oregon

Marketing Manager | 2012–2013

- Managed staff and handled marketing budget, including advertising, events, and all other marketing activities
- Successfully organized and executed internal and external events, including trade shows, conferences, and parties
- Prepared content for ad creation, editing, and coordination
- Managed email marketing system and monthly client webinars
- Built and sent HTML based emails for mass distribution.

Marketing Coordinator | 2011–2012

- Wrote and created content for the website, weekly client newsletters and copy for advertisements
- Proven knowledge and understanding of CRM system design, administration and, use

Accomplishments

- Built a series of compelling WebEx webinars, videos and presentations for client use

BRAMMO, INC., Ashland, Oregon

Marketing Administrator | 2009–2009 & 2010–2011

- Wrote copy for company's website, newsletters & ads
- Created marketing materials for trade shows and motorcycle events
- Aided in all EPA, NHTSA and state manufacturing certification for all 50 states
- Managed CRM maintaining database, templates, etc.
- Managed company's social media accounts and blog

MICHAEL STEDMAN, ATTORNEY AT LAW, Medford, Oregon

Legal Assistant | 2009–2010

- Prepared motions, affidavits, legal documents and filed bankruptcies for clients
- Managed and organized all office operations and procedures
- Managed and executed all marketing activities