

# Anastasia Bennett

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## EDUCATION

### SOU

#### MASTER OF BUSINESS ADMINISTRATION

Dec 2014 | Ashland, OR  
Magna Cum Laude

#### BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

May 2014 | Ashland, OR  
Emphasis in Marketing  
Minor in Music  
Cum Laude

## CERTIFICATIONS

Google Analytics Certification  
Google AdWords Display Certification  
Google AdWords Mobile Certification  
Google AdWords Search Certification  
Google AdWords Shopping Certification  
Google AdWords Video Certification  
RMOTR Intensive Python Course  
Portland Code School Intensive JS Course

## TOOLS

### CRMS

Recruit • Microsoft 365 • Salesforce

### EMAIL PLATFORMS

Exact Target • Act-On • Salesforce

### WEBSITE PLATFORM

Wordpress • Drupal

### PUBLISHING & DESIGN

Microsoft Word • Microsoft Excel •  
Microsoft PowerPoint • Microsoft  
Publisher • Prezi • Adobe Photoshop •  
Adobe Illustrator • Adobe InDesign •  
Adobe Premiere

### SOCIAL MEDIA

Facebook • Instagram • Snapchat •  
Twitter • Hootsuite

### DEVELOPER TOOLS

HTML • CSS • Bootstrap • JavaScript •  
Node.js • Backbone • JQuery • Git

### MISC

Guidebook • When I Work • EZ Texting •  
GoMo • Twilio

## EXPERIENCE

### PACIFIC UNIVERSITY OREGON | FOREST GROVE, OR

#### DIRECTOR OF UNDERGRADUATE ADMISSIONS EVENTS & COMMUNICATIONS

June 2015 – Present

- 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 and 20-student recruitment event panel
- Awarded: Outstanding Contribution to Pacific University Oregon

#### EVENTS & COMMUNICATIONS COORDINATOR

October 2013 – June 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

### SMITH FREED AND EBERHARD P.C. | PORTLAND, OR

#### MARKETING MANAGER

September 2012 – October 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

May 2011 – September 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

### BRAMMO, INC. | ASHLAND, OR

#### MARKETING ADMINISTRATOR

June 2009 - November 2009 & October 2010 – May 2011

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

### MICHAEL STEDMAN, ATTORNEY AT LAW | MEDFORD, OR

#### LEGAL ASSISTANT

November 2009 – October 2010

- Prepared motions, affidavits, legal documents, and filed bankruptcies for clients