

# Anna Benedetti

Seattle, WA | Email: [abenedetti27@gmail.com](mailto:abenedetti27@gmail.com) | Phone: 253-241-9744  
LinkedIn: <https://www.linkedin.com/in/anna-rose-benedetti/>

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## EDUCATION

### University of Washington

Bachelor of Arts in Arts, Media, and Culture | 2010

### UC Berkeley Extension

Full-Stack Web Development Bootcamp | December 2023

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## WORK EXPERIENCE

### Amazon Seattle, WA

#### *Editorial Content Strategist* | 2018 - 2023

- Lead marketing projects, oversee entire lifecycle, from concept to completion, for digital, print, social media.
- Establish editorial priorities and continually evaluate content across multiple channels.
- Utilize customer behavior analytics to provide data-driven recommendations to engage customers.
- Collaborate with creative teams to ensure consistent expression of the brand's voice.
- Partner with marketing teams to plan, deliver, and execute editorial strategies for go-to-market programs.
- Strategically allocate assets across various marketing channels to maximize reach and impact.
- Manage Amazon/fashion content and customer journey strategy, alignment with business priorities.
- Train and mentor editors, effectively organizing and managing timelines.

#### *Marketing Manager* | 2014 - 2018

- Built omni-channel merchandising strategies with engaging content and immersive experiences for events.
- Defined experiments and optimized them to extract meaningful insights and recommendations.
- Tracked, measured, and reported on channel performance, contributing to regular business reviews.

### Front Row Monthly

#### *Assistant Fashion Editor* | 2012 - 2014

- Orchestrated editorial campaigns from inception to completion, both in digital and print mediums.
- Wrote and managed daily fashion-related campaigns for the digital platform.
- Collaborated and negotiated with emerging designers to develop unique editorial concepts.
- Recruited and generated subject matter for bloggers, editing submissions to align with brand strategy.

### Zulily Seattle, WA

#### *Assistant Buyer* | 2011 - 2014

- Worked extensively in cross-functional teams, demonstrating exceptional organization, time management.
  - Significantly grew niche fashion category business from \$250k to \$1M.
  - Fostered strong vendor relationships, with a focus on vendor management and brand acquisition.
  - Trained, coached, and mentored new Assistant Buyers, contributing to their performance.
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## LEADERSHIP EXPERIENCE

### *Northpoint Cooperative Preschool* Tacoma, WA

Executive Board of Directors - Treasurer | 2022 - 2023

Board of Directors - Head of Fundraising | 2021 - 2022

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## KEY SKILLS

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|--------------------------------------|------------------------------------|
| • Content and Story Idea Development | • HTML, SQL, JAVASCRIPT            |
| • Adaptability & Flexibility         | • Web Design & Development         |
| • UX, UI Design & Strategy           | • Campaign Management              |
| • Attention to Detail                | • Judgement & Decision Making      |
| • Campaign Performance Tracking      | • Cross-departmental Alignment     |
| • Complex Problem Solving            | • Verbal and Written Communication |
| • Independent Self-Starter           | • Digital & Print Campaigns        |