

# Anna Fetter

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## EDUCATION

### The University of North Carolina at Chapel Hill

Chapel Hill, NC

Media & Journalism (BA) with a focus on Interactive Media / Management & Society (BA), Minor in Data Science  
Expected May 2025

Involvement: The Daily Tar Heel, Honors Carolina in London, OPhiA service sorority, club ski team alpine racing captain, club water polo

### Vassar College

Poughkeepsie, NY

Expected May 2025, Transferred May 2022

Involvement: NCAA Women's Cross Country, Josselyn House First Year Representative

### Our Lady of Mercy School for Young Women

Rochester, NY

High School Diploma Conferred June 2021

Involvement: National Honor Society, Seal of Leadership Distinction, Ski Captain, Model UN Chairperson, NYS Scholar Varsity Athlete in Cross Country, Alpine Ski, Track & Field, Short Term Rotary Exchange to Denmark

## SKILLS & INTERESTS

**Skills:** internal & external communication, leadership, programming (HTML, CSS, Javascript, Python, R), web design, Google Ads

**Relevant Coursework:** Introduction to Programming and Data Science, Probability, Introduction to Digital Media, Writing & Reporting, Interactive Media, Graphic Design, Principles of UI/UX Design, Moral Machine Learning, Media Ethics, Multivariable Calculus

## EXPERIENCE

### The Daily Tar Heel

Chapel Hill, NC

Business Manager

August 2024 – Present

- Manages the business needs of UNC's non-profit, student-led newspaper with a weekly print circulation of 10k, online circulation of 50k readers in collaboration with the executive director
- Acts on the Daily Tar Heel's leadership team including the editor-in-chief, advertising director, and non-profit board
- Researches new revenue streams to sustain the Daily Tar Heel's financial security as a non-profit organization employing student journalists, editors, account executives, marketers, and a small full-time professional staff

Advertising Assistant / Classifieds Manager

August 2022 – Present

- Verifies the status of over \$30k/month worth of advertisements across digital, social, & print media to ensure enough operating revenue
- Responds to student & community member inquiries online & over the phone
- Uses Google Ad Manager to manage digital impressions on the Daily Tar Heel's website

Staff Writer, Lifestyle

### GitHub

Remote

Internal Communications Intern

May 2024 – August 2024

- Worked across the communications team to promote employee engagement through Slack messages, internal news posts on an intranet, GitHub TV episodes, and all-company events
- Collaborated with the social media & shop teams to research new technologies & vendors
- Assisted HR in building community among the interns & produced content to showcase the interns during internal events
- Proposed an employee ambassador program
- Developed an understanding of git, GitHub, and basic programming languages (md, html, css, js) within GitHub's intranet

### Halpern

London, UK

PR Intern (Beauty Team)

September 2023 – December 2023

- Built PR strategies to increase sales & brand awareness in the beauty sector
- Pitched products to 500+ journalists & digital influencers on behalf of Halpern's clients resulting in press coverage in national & online media
- Assisted with brand activation events to increase brand awareness
- Worked on projects for Dove UK, Unilever, Medik8, RoC, Trinny London, GHD, Curel, E45

### L3Harris

Rochester, NY

Order Management Intern

June 2023 – August 2023

- Completed quotes/responses/proformas for commercial & government Department of Defense customers in accordance with laws & company policies in the tactical communications segment
- Presented a process to improve shipping cost estimates by 30%

### Xanterra

Yellowstone National Park, WY

Senior Guest Services Agent

May 2022 - August 2022

- Acted as a hotel front desk shift lead for 120 guest accommodations at Lake Lodge during historic flooding and guest evacuation of Yellowstone National Park