

# ANNA Y TOPPING

Brooklyn, NY 11221  
itsannatopping@gmail.com  
603-533-0908

## Account Manager

Specializing in digital communication and strategic marketing media

## INDUSTRY EXPERIENCE

**Zero-In | New York, NY** — **Sept 2018 – Current**

### Digital Account Manager

- Account Management: Managed 73 mid-size accounts by leading weekly project meetings, assessing content requests, and placating issues to ensure proper use and implementation of our solutions
- Campaign Strategy: Developed and deployed social media and web based integrations to digital display systems to create consistent branding across all client platforms
- Relationship Building: Onboarded new clients by demonstrating content management system capabilities, providing content strategy, and creating an organized content structure
- Community Management: Communicated effectively with clients, engineers, designers, and technical support teams on a daily basis to generate new opportunities

**Metter Media LLC | Cambridge, MA** — **March 2018 – August 2018**

### Social Media Account Manager

- Strategy Planning: Developed and managed campaigns for Facebook, Instagram, Twitter, and LinkedIn for four corporate clients
- Tactics and Execution: Created a social media calendar with original and engaging visual and written daily content
- Leadership: Directed monthly meetings with clients and presented new strategies and ideas
- Optimizing Content: Examined analytics and insights to elevate content strategy and provide monthly client stats reports

**J.P. Licks Homemade Ice Cream | Jamaica Plain, MA** — **May 2017 - Feb 2018**

### Marketing Coordinator

- Community Outreach: Oversaw over \$105,000 of yearly donation requests, event planning, and monthly menu rollout and distribution
- Marketing Management: Communicated with all 13 store managers and upper management staff regarding in-store and online promotions
- Customer Success: Responded to customer comments and questions in a timely and positive manner
- Advertising Strategy: Spearheaded social media and email campaigns by creating content to increase online engagement by 15%

## EDUCATION

**General Assembly | New York, NY** — **Spring 2019**

Front End Web Development | Part Time Student

- Fluent in HTML, CSS, JavaScript, and jQuery
- Built interactive and responsive websites, conducted additional outside research to go above and beyond with coursework

**Emmanuel College | Boston, MA** — **Class of 2017**

Bachelor of Arts in English, Communications, and Media Studies. | GPA: 3.5

- Activities and Societies: Sigma Tau Delta (English Honors Society), The Hub: Emmanuel College Student Newspaper, Swim Club
- Weekly volunteer with the Urban Food Project and Rosie's Place, 2016 Summer Community Service Fellow with Emmanuel's Food Project

## KEY SKILLS

Passion for sustainability and urban agriculture technology

Account management & client relations

Flexible and resourceful, strong interpersonal skills

Excellent with Microsoft Office and Adobe Creative Suite including Photoshop, Illustrator and Premiere Pro