

# ANNA Y TOPPING

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## Digital Account & Project Manager

Specialized in strategic web marketing and project management

## 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 integration to digital display systems to create consistent branding across all client platforms

Relationship Building: On-boarded new clients by demonstrating content management system capabilities, providing content strategy and creating an organized content structure

Community Management: Communicate effectively with both clients and technical support team on a daily basis to generate new opportunities

### Metter Media LLC | Cambridge, MA — March 2018 – August 2018 Social Media Account Manager

Tactics and Execution: Created a social media calendar with original and engaging visual and written daily content

Leadership: Directed monthly meetings with clients and present new strategies and ideas

Optimizing Content: Examined analytics and insight 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, and Javascript

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

Flexible and resourceful, strong interpersonal skills

Excited about learning new skills and motivated by a challenge

Experience with urban agriculture and greenhouse maintenance

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