

ANNA Y TOPPING

New York, NY 10002
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Web Project Manager

Works well with others. Interested in web development, digital marketing trends, and strategic analysis.

EXPERIENCE

Zero-In | New York, NY

Sept 2018 - Current

Web Project Manager | Jan 2020 - Present

- Product Development: Work directly with development partners to create new digital marketing solutions and connections to business management software like MindBody, as well as social media platforms like Instagram, and Facebook.
- Team Leadership: Manage the entire life of over 50 web-based projects by communicating with clients, designers, and front end developers.

Digital Account Manager | Sept 2018 - December 2019

- Account Management: Oversaw 73 mid-size accounts by leading weekly project meetings, assessing content requests, and placating issues to ensure proper use and implementation of our solutions.
- Relationship Building: Communicated with both clients and engineering teams to generate an average of 30 opportunities per month.

Metter Media LLC | Cambridge, MA

March 2018 - August 2018

Social Media Account Manager

- Tactics and Execution: Created 3 monthly social media calendars with original visual and written daily posts on 4 different platforms.
- Optimizing Content: Examined reporting analytics and insight to elevate content strategy and provide 3 monthly performance presentations.

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, 8 community events, and monthly 10 menu rollouts.
- Team Management: Communicated with 13 store managers and upper management staff regarding in-store and online promotions.

EDUCATION

General Assembly | New York, NY

Javascript Development | Jan 2020 - April 2020

Mastered the fundamentals of JavaScript and advanced APIs to build a full-functional mobile application.

Front End Web Development | Jan - April 2019

Built an interactive and responsive marketing website while mastering skills such as CSS Flexbox, jQuery, and basic API integration.

Emmanuel College | Boston, MA | Class of 2017

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

- Weekly volunteer with the Urban Food Project and Rosie's Place, 2016 Summer Community Service Fellow with Emmanuel's Food Project.
- Completed 3 internships with local businesses including WGBH's Direct Marketing Department.

KEY SKILLS

- Flexible and resourceful, strong interpersonal and managerial skills.
- Excited about learning new processes and motivated by a challenge.
- Fluent in HTML, CSS, and Javascript.
- Expert with Microsoft Office and Adobe Creative Suite including Photoshop, Illustrator, and Premiere Pro.