



Anya Carion

I am a current student at the University of Edinburgh, graduating in 2021. I study international relations, however I'm extremely interested in international marketing. This interest began when I started my travel blog, Unexpected Occurrence. After teaching myself how to successfully market my blog to other brands and companies in the travel industry, I decided to pursue marketing full time. I'd love to leverage my international background, marketing skills, and blogging experience to help you reach your goals.



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Edinburgh, UK, though I'm originally from the United States!

Work Experience

Unexpected Occurrence | 2015-Current

Travel Blogger

- Write and edit for SEO
- Implement marketing strategies to successfully monetise the website
- Research trends in the travel/outdoor industries
- Use Google Analytics, Google Search Engine, and SEO tools to determine opportunities for growth

Sisterhood of Survivors | Feb-May 2017

Intern

- Implemented sales techniques to help sell items made by women in rural villages
- Assisted in running workshops for travellers to understand the reality of human trafficking
- Streamlined presentations and information sessions delivered by ex-trafficked women

Udemy for Business | Summer 2019

Product Marketing Intern

- Built and scaled a repository of marketing collateral to streamline asset management
- Authored a brochure to highlight credibility and diversity of our instructors
- Conducted competitive analysis of key competitors in the edtech industry

Novartis | Summer 2016

Process Unit Intern

- Co-authored an onboarding manual for new employees
- Streamlined communications between teams by gathering data and organising it into a 'scorecard'
- Assisted manufacturing leads with meeting minutes and slide decks

Skills

- Writing for SEO
- Microsoft Office Suite
- Competitive analysis
- HTML & CSS
- SPSS
- Working in fast-paced environments
- Rock climbing!

Education

University of Edinburgh | 2021

MA (Hons) International Relations

- Edinburgh Award Work Experience Recipient 2019
- Relevant Courses: Introduction to Business, Introduction to Political Data Analysis, Chinese
- Societies: Women in Business, Women in Politics & International Relations, Mountaineering Club

Singapore American School | 2015

US High School Diploma