

Anna-Mari Boskovich

Communication Specialist

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EXPERIENCE

SCV All-Stars, Valencia, CA — *Social Media Manager*

May 2014 - PRESENT

- Daily management of all social media accounts to boost overall community engagement and awareness
- Create all digital content including copy, images, and video
- Develop and cultivate an organic following on accounts
- Stay updated on current affairs and events within the industry by attending networking events
- Retain strong understanding of current trends in social media and in-depth knowledge of all relevant social sites
- Promote events and new products through creative content development and original content
- Encourage audience engagement and interaction
- Continually maintain organic reach on a weekly basis
- Collect analytics of social media accounts and various campaigns

SCV All-Stars, Valencia, CA — *Head Cheerleading Coach*

December 2010 - PRESENT

- Train young athletes in dance, acrobatics, and elite tumbling skills
- Choreograph, and create competitive routines with fast approaching deadlines
- Develop confident athletes by teaching teamwork, and commitment
- Assist in conducting informational meetings and educating potential customers on the ins and outs of all-star cheerleading

Great Western Container, Chatsworth, CA — *Customer Communications Intern*

June 2015 - September 2015

- Drafted and edited weekly press releases
- Edited copy for informational materials
- Maintained customer relationships through informed and consistent communications

SUMMARY

Ambitious public relations individual with expertise in media management along with excellent writing and project management skills. Trained in conducting research and analyzing and interpreting data to aid in decision-making efforts.

AREA OF EXPERTISE

- Social Media
- Content Development
- Associated Press Style
- Copywriting
- Media Communications
- Corporate Communications
- Strategic Planning
- Press Kits
- News Releases
- Relationship Building
- Brand Storytelling
- Market Research/Analysis
- SEO Analysis
- WordPress
- Photo/Video Editing
- Customer Service

EDUCATION

University of Southern California, Los Angeles, CA — *Master of Communication Management (MCM)*

Degree awarded December 2017

Relevant Coursework: Principles of Public Relations, Global Marketing Communication, Strategic Corporate Communication, Online Marketing Communication, The Foundations of Effective PR Writing, Communicating Strategy and Change

California State University, Northridge, Northridge, CA — *B.A. Communication Studies*

Degree awarded May 2016

Relevant Coursework: Communication Theory, Persuasion, Advanced Interpersonal Communication, Intercultural Communication, Communication Research Methods, Argumentation and Deliberation, Training and Development