

Anna Keller

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1057 Gales Avenue – Winston-Salem, North Carolina 27103

With equal attention to detail and strategy, I have a knack for dealing with the weeds without getting lost in them.

“I’ll make this simple for you: Hire Anna. She’s a sure thing. She’s equal parts strategic, creative and analytical. She’ll add value to your bottom line and improve your culture immediately.” *Kevin Wakefield, former boss (Mullen)*

“Anna displayed remarkable poise and maturity, bringing a strategic perspective and understanding to her role in tactically marshaling projects through the agency.”
Jim Coakley, former client (Kumon North America)

EDUCATION

Medill School of Journalism, Northwestern University, Evanston, Illinois
Master of Science in Journalism:
Graduation December 2009
(GPA: 3.75/4.0)

Samford University, Birmingham, Alabama
Bachelor of Arts: Graduation May 2007, magna cum laude
Majors: Journalism/Mass Communication and Spanish
(GPA: 3.93/4.0)

“She quickly earned the respect of everyone at our company, as well as our clients, who frequently reached out to me to relay how well she was servicing their accounts.” *Mike Killeen, former boss (Lenz Marketing)*

PROFILE

- Experience planning and executing multi-channel advertising campaigns for both B2B and B2C clients as part of an integrated marketing team
- Well-organized, with experience competently managing several projects and clients simultaneously
- Excellent project management skills, consistently meeting deadlines and exceeding client/company expectations
- Proven ability to act as a liaison between clients and internal team members, effectively identifying expectations and directing project execution
- Strong and efficient communicator, practiced in working well both independently and collaboratively with a variety of personalities
- Seasoned writer, with a variety of published works from press releases to headline news to arts features to web copy
- Recipient of 2012 Mullen Impact Player Award

EXPERIENCE

Senior Account Executive

Mullen Advertising, Winston-Salem, North Carolina | August 2011-Present

- Responsible for day-to-day client communication and management, helping to keep projects moving on time, budgets on track, and expectations clear
- Manages campaigns from creative brief development to final execution and placement based on client input, competitive insights, strategic research, and creative innovation. Highlights include: creating standout ad campaigns that indexed 99% above average for the grocery category in recall and persuasion (Food Lion) and increasing lead generation by nearly 80% in the afterschool enrichment category (Kumon North America).
- Clients: Kumon North America, Food Lion, CSC, and McGladrey

Account Coordinator

Lenz, Inc., Decatur, Georgia | May 2010-June 2011

- Generated, executed, and managed both broad marketing strategies and targeted objectives
- Communicated with both client and internal team to facilitate design, print, PR, web, and interactive marketing projects
- Acted as primary client contact for: Georgia Cancer Specialists, Resurgens Orthopaedics, the AJC Decatur Book Festival, and Longleaf Hospice

Editorial Intern

Paste Magazine, Decatur, Georgia | January 2010-May 2010

- Conceived, wrote, and published several entertainment news articles on a daily basis for pastemagazine.com
- Conducted interviews with musicians and artists for in-depth feature pieces

English Teacher

Fulbright Scholar, Terengganu, Malaysia | January 2008-August 2008

- One of 13 Americans brought to a rural state in Malaysia to teach conversational English to local students through classroom lessons and extracurricular activities