



Annaka R. Bentz

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EDUCATION

Auburn University College of Arts

Bachelor of Arts, Public Relations | GPA: 3.5 | Honors: Cum Laude

Relevant Affiliations: The Oaks Agency, Social Media Director

Activities: Auburn Rowing Team, Vice President & Social Media Strategist

Auburn, AL

Fall 2018 - Spring 2021

PROFESSIONAL EXPERIENCE

Johnstone Supply

Marketing Specialist

Jacksonville, FL

Mar 2025 - Present

- Develop and execute a month-long featured supplier campaign integrating digital, promotional, and in-branch collateral, translating customer insights into measurable business outcomes, including a 29.8% increase in sales and \$169K in gross profit.
- Orchestrate an annual customer appreciation initiative that combines promotional events, supplier partnerships, and localized branch activations to strengthen contractor loyalty generating \$744K in campaign-week sales.
- Own annual marketing strategies, promotional roadmaps, and supplier campaign calendars, managing 12+ annual supplier campaigns, seasonal promotions, and product launches across a multi-state territory.
- Cultivate strategic partnerships with 140+ supplier brands and industry influencers to amplify campaign reach, strengthen brand credibility, and deliver high-impact co-marketing initiatives.
- Partner with executive stakeholders and cross-functional teams to prioritize marketing initiatives while developing standardized campaign guidance, promotional toolkits, and execution frameworks that streamline workflows, improve scalability, and ensure consistent execution across 40+ branches.
- Optimize email marketing performance by leveraging audience segmentation, A/B testing, and campaign analytics to improve engagement, conversions, and overall marketing effectiveness.
- Shape the content strategy and user experience for a customer-facing informational website that drives traffic to the company's ecommerce platform through integrated brand messaging, intuitive navigation, and an enhanced digital customer experience.

My Benefits, LLC

Marketing & Sales Associate

Jacksonville, FL

Jul 2022 - Mar 2025

- Increased marketing ROI by 30% through campaign performance analysis, funnel optimization, and data-driven refinements to multi-channel marketing strategies.
- Designed automated email nurture campaigns and targeted content strategies that increased lead conversions by 20%.
- Spearheaded a website redesign and integrated digital marketing strategy, leveraging SEO and multi-channel campaigns to increase organic search traffic by 179%, website traffic by 261%, lead conversions by 83%, and social media growth by 35%.
- Converted complex business objectives into compelling sales and marketing communications, developing presentations, proposals, and branded collateral that enhanced customer engagement and supported strategic business growth.

ADDITIONAL EXPERIENCE

TRINDGROUP | Public Relations/Marketing/Design Agency

Intern

Auburn, AL

Jul 2020 - Jul 2021

- Developed strategic B2B multimedia campaigns, increasing audience engagement by 25% over 12 months.
- Created integrated communications including press releases, media pitches, newsletters, and digital content to strengthen brand visibility.

TECHNICAL SKILLS

Marketing Technology: HubSpot • Hootsuite • Wix • WordPress • Zoho Campaigns

Creative Applications: Adobe Photoshop • Adobe InDesign • Adobe Illustrator • Canva • Figma

Business Applications: Daylite • Google Workspace • Microsoft Office • Phocas • Zoho CRM