

ANNAKA R. BREWER

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EDUCATION

2021 **Auburn University** - Auburn, AL
Bachelor of Arts in Public Relations | Major GPA: 4.0 | Honors: Cum Laude, Dean's List

PROFESSIONAL EXPERIENCE

07/22-Present | **My Benefits, LLC** - Jacksonville, FL

04/24-Present | *Marketing & Sales Associate*

- Monitor key performance metrics across marketing channels to identify bottlenecks in the funnel and optimize strategies, resulting in a 30% increase in overall marketing ROI.
- Create and implement lead nurturing programs, including email sequences and content strategies, to move prospects seamlessly through the funnel and boost conversion rates by 20%.
- Mentor junior team members providing guidance on website design and digital marketing strategies, resulting in a 150% increase in sales goal for 2024.
- Supporting sales efforts by preparing presentations, proposals, and marketing materials while maintaining a consistent company marketing strategy.

07/22 - 04/24 | *Marketing & New Business Specialist*

- Designed, maintained, and optimized the company website.
- Implemented SEO best practices, resulting in a 179% increase in organic search traffic within four months.
- Executed digital marketing campaigns that generated a 261% increase in website traffic and a 83% rise in lead conversions and a 35% growth in social media followers.
- Created comprehensive reports on key performance indicators (KPIs) to inform executives and guide strategic decision-making, ensuring alignment with business objectives.
- Integrated email marketing with social media strategies, using performance metrics to optimize content and achieve a 30% increase in audience engagement across platforms.

TRINDGROUP | Public Relations/Marketing/Design Agency - Auburn, AL

07/20 - 07/21 | *Intern*

- Developed a content calendar that drove a 25% increase in content effectiveness and audience engagement in to B2B industries including engineering, agriculture, marine and manufacturing.
- Integrated social media efforts with SEO strategies to enhance overall digital marketing effectiveness.
- Analyzed social media metrics to identify trends and opportunities, resulting in data-driven decision-making.
- Composed pitches, newsletters, blog posts and news releases focused on brand awareness and social relevance.

LEADERSHIP, SERVICE ACTIVITIES, AND AFFILIATIONS

The Oaks Agency - Auburn, AL

2019-2021 *Social Media Director*

- Collaborated across 4 teams to produce high-quality visuals, videos, and other multimedia content.
- Planned, created, and curated engaging content across various social media platforms such as Instagram, Facebook, LinkedIn, and X.
- Established comprehensive social media strategies aligned with overall marketing objectives resulting in 551 Instagram followers 41 Facebook followers, and 13 Twitter followers within the first five months.

Auburn Rowing Team - Auburn, AL

2019-2021 *Vice President & Social Media Strategist*

- Demonstrated strong leadership by fostering a positive team culture, promoting sportsmanship, and proactively resolving conflicts.
- Enhanced social media strategy by ensuring consistent messaging across internal teams and external partners, driving increased engagement and measurable results.

TECHNICAL SKILLS

- Proficiency in web design applications such as GoDaddy, Wix and WordPress
- Experience with CRM systems such as Daylite, Hubspot and Hootsuite
- Proficiency in Adobe Photoshop, InDesign and Illustrator
- Proficiency in Microsoft Office Applications such as Excel, Forms Outlook, Powerpoint, Teams and Word
- Proficiency in Google Applications such as Analytics, Ad Manager, Docs, Forms, Sheets and Slides