

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

04/01-Present | *Sales & Marketing Associate*

07/22 - 04/01 | *Marketing & New Business Specialist*

- Mentored and coached junior team members, resulting in a 150% increase in sales goal.
- 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.
- Developed and implemented a content marketing strategy that boosted brand visibility and engagement, leading to a 35% growth in social media followers.

167 Korean BBQ - Auburn, AL

09/21 - 06/22 | *General Manager*

09/21 - 06/22 | *Social Media Specialist*

- Optimized inventory management, leading to a 15% decrease in stock shortages and improved cost control.
- Revamped menu offerings to align with market trends, resulting in a 20% increase in average check size and drive repeat business.
- Generated buzz and viral content that reached a wider audience and increased brand awareness.

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 Twitter.
- 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

2020-2021 *Vice President*

2019-2020 *Social Media Strategist*

- Led and managed the team, providing direction, motivation, and guidance to achieve team goals.
- Fostered a positive team culture, promoted sportsmanship, and resolved conflicts or issues as they arise.
- Provided social media expertise and guidance to internal team and external partners.
- Developed content calendars and schedules to ensure consistent posting and messaging.

TECHNICAL SKILLS

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