ANNAKA R. BREWER

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* **Results-Driven Brand Marketer & PR Specialist,** with over 4 years of experience crafting and executing strategic marketing campaigns that elevate brand identity, drive customer engagement, and deliver measurable results across multiple channels.
* **Expert in Storytelling & Website Design Strategy**, adept at crafting compelling brand narratives and applying user-centered design principles to create engaging websites that strengthen brand identity and improve online user experience.
* **Proficient in Digital Marketing & Analytics,** through hands-on experience in SEO, social media strategy, content creation, and utilizing analytics tools to optimize brand performance and monitor key KPIs.

# PROFESSIONAL EXPERIENCE

 **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 & *SM 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.

# EDUCATION

**Auburn University** - Auburn, AL

2021 | Bachelor of Arts in Public Relations | Major GPA: 4.0 | Honors: Cum Laude, Dean’s List

# AREAS OF EXPERTISE

* Proficiency in web design applications such as GoDaddy, Wix and WordPress
* Experience with CRM systems such as Daylite, Hubspot, Hootsuite and SalesForce
* 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