



Annaka R. Bentz

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EDUCATION

Auburn University College of Arts

Auburn, AL

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

2021

Relevant Affiliations: The Oaks Agency, Social Media Director

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

PROFESSIONAL EXPERIENCE

Johnstone Supply

Jacksonville, FL

Marketing Specialist

Mar 2025 - Present

- Lead integrated marketing strategy and creative execution across digital, social, email, print, and in-branch channels, developing customer-centric campaigns that align with business objectives, elevate brand visibility, deepen audience engagement, and support regional growth.
- 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.
- Translate performance data from 12+ annual marketing campaigns, customer insights, and engagement metrics into actionable strategies that optimize campaign effectiveness, identify growth opportunities, and improve business outcomes.
- Orchestrate 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.
- Standardize marketing operations by developing campaign playbooks, promotional toolkits, and execution frameworks that streamline workflows, improve scalability, and ensure consistent campaign deployment across 40+ branches.
- Partner with Sales, Vendor Management, Corporate Marketing, regional leadership, and external suppliers to align marketing initiatives with business priorities, accelerate execution, and strengthen cross-functional collaboration.
- Cultivate strategic partnerships with 140+ supplier brands and industry influencers to create authentic, multi-channel campaigns that expand audience reach and strengthen brand awareness.

My Benefits, LLC

Jacksonville, FL

Marketing & Sales Associate

Apr 2024 - Mar 2025

Marketing & New Business Specialist

Jul 2022 - Apr 2024

- 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

Auburn, AL

Intern

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