



ANASTASIA BRIGGS

EXPERIENCE ARCHITECT

Driven by a deep passion for creating unparalleled customer experiences and compelling brand stories, my next mission is to bring my dynamic marketing and communications expertise to the United Kingdom. I am currently seeking a position in London to contribute my global perspective and strategic experience to help enterprises excel to new heights.



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London, UK

RECENT ACCOLADES

- Promoted from Manager to Director at Orbis Education within a year.
- Adapted to challenges the pandemic posed for events with successful virtual and hybrid events strategy.
- Integrated simulations and immersive technologies into events, including mixed (MR), augmented (AR), and virtual reality (VR).
- Produced 18 events in 2022.
- Helped secure media placement with combined 25M unique user reach in 2022, increasing reach YoY by 43%.

AREAS OF EXPERTISE

- Innovative Communications Strategy
- Team Management
- Global Brand Strategy & Launch
- Account & Partner Management
- Digital Marketing Strategy
- Experiential Marketing
- Budget Management
- Bespoke Event Design
- Sustainability & Green Projects
- Sponsorship Sales & Management
- Social Media & Influencer Strategy
- Customer Experience Consultancy
- Gorilla & Experimental Marketing
- Custom Decor and Graphic Design
- Crisis Communication & Mitigation

EDUCATION

INDIANA UNIVERSITY

Bachelor of Arts, Humanities
Graduated Honors, 2012

WORK EXPERIENCE

DIRECTOR OF COMMUNICATIONS STRATEGY

ORBIS EDUCATION

2020 - Present

- Develops and runs all communications initiatives for healthcare education OPM and partners.
- Oversees Communications Department to execute communications and events initiatives for the corporation, partners, and employees to improve business development and optimization.
- Multi-channel communications strategy for the Orbis brand and all higher-education partners through messaging, media relations, digital marketing, and event strategy.
- Manages events strategy for the corporation and 25 different partners, producing on average 45 events annually, ranging in scale and production value, from partner launches to galas, in addition to corporate events, such as faculty recruitment, trade shows and conferences.
- Implements event strategy across 36 different locations in the US including budgeting, venue and vendor sourcing, logistics, vendor management, and on-site coordination.
- Manages promotional item design, sourcing, and ordering to amplify branding at events.
- Public relations liaison for Orbis and our partners to facilitate media opportunities that amplify each partner's unique story and goals while maintaining individual brand guidelines.
- Re-launched and now maintains internal web platform for employees for internal updates, employee engagement, mentorship and retention initiatives.
- Integral in new partner acquisition and business development through market research.

EVENTS DESIGNER & EXPERIENCE ARCHITECT

FREELANCE

2012 - Present

- Conceptualizes and coordinates a wide range of events, including pop-up events, corporate functions, private gatherings, galas, and experiential marketing campaigns.
- Custom decor design, including elaborate balloon installations, signage, promotional item design, and special orders to cater to client's vision.
- Food and beverage menu design, catering coordinator and staffing to accommodate
- Vendor sourcing, contract negotiation, and management for events.
- Branding and marketing consulting for product and campaign launches.
- Manages end-to-end event planning and execution, overseeing logistics, vendor coordination, and budget management with an average saved cost of 15%.
- Successfully delivered >100 events to date, consistently exceeding client expectations and achieving high client satisfaction ratings as a freelance event design and planning business across multiple markets and business sectors.

DIGITAL MARKETING STRATEGIST

VOLUME NINE

2019-2020

- Led marketing strategy and execution for small to mid-size companies across several industries including home goods, architecture, travel, apparel, education, and healthcare.
- Planned, budgeted, and monitored multi-channel marketing campaigns across digital channels, web content and optimization, social media, and events for clients to increase brand awareness and drive sales.
- Account management included quarterly reporting, client meeting schedules, and travel.
- Project management of freelancers hired for special projects and asset production
- Ad spend management and strategy for digital and traditional media campaigns
- Digital marketing content strategy for blogs, ads, influencer programs, link-building programs, social media, and engagement initiatives.
- Market research and persona creation for clients' target and potential audiences.
- Campaign asset management including graphics, photography, and video shoots.
- Performed SEO audits as well as technical implementation to increase website authority and placement on Google through organic best practices.
- Client discovery and pitch development for new accounts and client retention initiatives.

WORK EXPERIENCE CONTINUED

CO-FOUNDER & MARKETING DIRECTOR THE THREE MOONS

2017 - 2019

- Co-owned and operated a boutique marketing agency based in Denver, CO specializing in digital and experiential marketing strategy and services.
- Provided strategic marketing consulting services to startups and small to mid-size businesses, helping them establish their brand identity and market positioning across 15 major cities in the US and two in New Zealand.
- Met the logistical needs of each project, ensuring the project flows smoothly from inception to completion for clients across the travel, home design, fashion, legal cannabis, healthcare, and wellness industries.
- Coordinated and ran 20+ events annually, ranging from intimate events under 50 people to mid-size retreats for 350 guests.
- Attracted new clients and maintain pre-existing clients through networking, referral programs, and feedback
- Conceptualized and managed digital marketing initiatives, including social media, email marketing, content marketing, and SEO, resulting in increased brand visibility and lead generation, as well as driving sales and event attendance.
- Worked in tandem with an in-house graphic designer to develop visually appealing comprehensive marketing materials and digital assets to create cohesive campaigns for clients that aligned with their brand identity and target audience.
- Created compelling content for blogs, websites, and social media platforms to enhance clients' online presence and thought leadership.
- Helped new businesses develop a concise brand identity and worked closely with the graphic designer to develop brand standards and assets.

MARKETING MANAGER ARCVIEW GROUP

2017 - 2017

- Led comprehensive marketing strategies in alignment with company goals and objectives for the largest venture capitalist group in legal cannabis in the US.
- Defined multi-channel marketing mix, positioning, messaging, and campaign creation across all digital platforms to increase membership to the investment group, provide valuable communications to members, support events, and drive sales.
- Optimized email marketing strategy for 600+ investment group members as well as <2k qualified leads to client acquisition, customer retention, and ticket sales to investor forums.
- Managed marketing budget, using data-driven strategies to optimize spending and maximize results through digital ads, SEO, SEM, PPC, influencer programs, event marketing, and social media.
- Worked closely with the events team to coordinate quarterly, multi-day conferences for Arcview members, angel investors, industry leaders, entrepreneurs, sponsors, and partners.
- Supported product development and sales support through market research, focus groups, competitive research, and customer persona development.
- Developed and executed successful outreach strategies to attract new entrepreneurs to consider the accelerator and/or pitching at a forum.
- Managed website rebuild strategy, working side-by-side with the Director of Technology, web designers, and contractors to launch the new website.
- Public relations liaison for Arcview Market Research to increase brand awareness and drive sales through strategic media placement.

SOCIAL MEDIA MANAGER SDL

2015 - 2016

- Directed social media strategy, content creation, and multi-channel management for SDL and SDL Innovate, five business solutions, as well as the executive team's profiles, managing >50 accounts to drive brand awareness and drive traffic to the website.
- Managed blog content and creation for SDL and SDL Innovate's websites, promoting services and solutions as well as covering topics such as industry trends, company news, and initiatives, subject matter expert interviews, and event communications.
- Worked closely with business development and sales to coordinate campaigns across social media channels to support solution campaigns as well as repurpose content from market research and evergreen content.
- Community management that created meaningful interactions with followers, responded to inquiries and addressed customer feedback in a timely and professional manner to uphold the brand's reputation and customer satisfaction.
- Led an employee advocacy program across global offices, reaching >5,000 employees.
- Event social media coverage and brand representation at conferences and events across the United States, the United Kingdom, Europe, Asia, and Australia, utilizing SDL's patented language translation software to communicate with a global audience in their native language.
- Collaborated with PR agency on a weekly basis to align social media and messaging with product releases and media coverage. Assisted in pitch development, budgeting, and brand management on behalf of SDL and solutions channels.
- Developed a reporting system to monitor campaign and social media performance to provide actionable data in support of the overall marketing strategy.

DIGITAL MARKETING SPECIALIST ORBIS EDUCATION

2013 - 2015

- Launched social media initiative for ten major universities across the US to increase awareness and drive leads to accelerated partner programs.
- Managed social media strategy, content creation, and community management for corporate and partner profiles across 45 different accounts.
- Content creation and management for corporate and partner blogs, creating top-performing content that increased qualified lead traffic to the site by up to 10%. Topics ranged from program news and healthcare industry trends to features with students, faculty, subject matter experts, and nurses.
- Aligned Orbis and partner content calendars across all social media channels and blogs across ten websites to build brand recognition and voice.
- Worked closely with graphic designers and marketing to create eye-catching visuals that represented each partner's brand standards.
- Exceeded KPIs each quarter, increasing traffic to the website on average by 5% YoY and growing social media channel's following by 30% YoY.
- Led reporting structure and conducted regular social media audits to ensure brand consistency and compliance with industry regulations.
- Coordinated >20 company-wide events, conferences, receptions, and small-scale events on-site with partners. Planned launch events calendar for four new sites in addition to managing on and off-site recruitment events.
- Spearheaded company-wide health and wellness initiative and employee advocacy program.