ANNA GRACE HAND

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PROFESSIONAL SUMMARY

Entrepreneurial, detail-oriented marketing and communications professional with experience executing integrated campaigns across digital, social, email, web, print, and events. Skilled in translating complex ideas into clear messaging, managing cross-functional projects, and supporting go-to-market and commercialization efforts. Holds a Master's in Integrated Marketing Communication and brings a blend of strategic thinking, creative execution, and project ownership.

EXPERIENCE

Marketing Coordinator — Feb. 2026 - Present

9 North Group, Chicago, IL

- Execute integrated marketing initiatives across digital, email, social, web, print, and event channels for 8+ clients.
- Support go-to-market and commercialization efforts through Webflow and AEO optimization, competitive research, content strategy, Zoho email campaigns, and performance tracking, with marketing efforts accounting for 40% of new leads for one client.
- Translate technical product information into clear, customer-focused messaging for industry audiences.
- Create sales enablement and branded collateral using Adobe Creative Suite and Canva, including brochures, social media content, case studies, presentations, ads, event materials, signage, and product mockups.
- Manage multiple client projects simultaneously, coordinating timelines, approvals, agencies, vendors, and internal teams to keep deliverables on track.

Founder & Creative Director — July 2021 - Present

Anna Grace Hand Art LLC, Chicago, IL

- Deliver 50+ watercolor and ink commissions annually, managing projects from client concept through final execution.
- Direct business operations, including product development, pricing, sales, client communication, and fulfillment.
- Generate 117K+ organic views and 7K+ website visits through strategic social media content and digital marketing.
- Manage licensing and client partnerships while ensuring brand compliance and high-quality creative deliverables.

Co-Founder & Director of Marketing — Aug. 2025 - Dec. 2025

Artisanal Coffee Group Ventures LLC, Libertyville, IL

- Co-founded and led marketing strategy for a craft coffee brand from launch through successful acquisition.
- Led visual identity development, creating cohesive design systems across packaging, digital, and e-commerce.
- Drove multi-channel communications across social, email, and Shopify e-commerce, leveraging performance data to refine positioning and enhance customer experience.
- Collaborated with vendors and external stakeholders to execute marketing initiatives and support business operations.

Agency Campaign Strategist — Jan. 2025 - May 2025

Advanced Integrated Marketing Campaigns, Oxford, MS

- Collaborated on an integrated marketing campaign, presenting creative strategy and recommendations to client.
- Conducted audience and competitive research to uncover strategic, performance-driven insights.
- Developed a unified campaign concept with integrated messaging across paid, earned, shared, and owned channels.
- Managed a $1M budget and co-authored a 60-page strategy book, defining KPIs, ROI, and creative executions.

Digital Marketing Intern — June 2024 - Aug. 2024

Bayer, Climate Fieldview™, St. Louis, MO

- Executed multi-channel digital marketing campaigns in Braze for a global platform, improving user engagement across mobile app and web platforms through AI-enabled targeting and behavioral segmentation.
- Analyzed lifecycle metrics and A/B tests to refine targeted messaging and customer journey mapping.
- Developed a test-and-learn framework and lifecycle best practices to optimize performance across digital channels.

CERTIFICATIONS

- Google AI Essentials
- Content Marketing — HubSpot Academy
- Social Media Marketing — Hootsuite Academy
- Hootsuite Platform — Hootsuite Academy
- Advanced Google Analytics
- Crisis Communication Simternship — Stukent

EDUCATION

Master of Science in Integrated Marketing Communication

University of Mississippi - Oxford, MS

Bachelor of Science in Agricultural Education, Leadership, Communication

Mississippi State University - Starkville, MS

Concentration in Communication and Focus in Public Relations and Organizational Communication