

ANNA GRACE HAND

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PROFESSIONAL SUMMARY

Entrepreneurial, detail-oriented marketing and communications professional with experience across brand, digital, and strategic communication, bringing creative expertise and proficiency in Adobe Creative Suite. Holds a Master's in Integrated Marketing Communications and excels in fast-paced, collaborative environments, leading projects and events end-to-end through clear communication, adaptability, and proactive problem-solving to create meaningful, human-centered work.

EXPERIENCE

Marketing & Communications Coordinator (Contract) Feb 2026 – Present 9 North Group

- Execute marketing initiatives across ag-tech brands, translating technical inputs into clear, commercial messaging
- Develop and deploy segmented email campaigns in Zoho to drive engagement, lead capture, and customer conversion
- Create sales enablement materials in Canva, ensuring brand consistency and compliance across client deliverables
- Audit websites and messaging to align positioning, claims, and user experience with the current marketing strategy

Founder & Creative Director July 2021 - Present Anna Grace Hand Art LLC

- Deliver 50+ commissions annually, managing the full entrepreneurial lifecycle from client vision to creative execution
- Direct business operations, including product development and sales, in a fast-paced, self-directed environment
- Generate 117K+ organic views and 6,300+ website visits through strategic social media content creation
- Cultivate licensing partnerships and client relationships, ensuring brand compliance and high-quality 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
- Partnered with external stakeholders and leveraged performance insights to inform marketing strategy

Agency Campaign Strategist Jan. 2025 - May 2025 Advanced Integrated Marketing Campaigns, University of Mississippi

- Collaborated on an integrated marketing campaign, presenting creative strategy and recommendations to client
- Researched comprehensive audience and competitive landscapes 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

Event Coordinator Jan. 2024 – May 2024 IMC Connect!, University of Mississippi

- Orchestrated a major event for 650+ attendees, managing a \$45K budget and securing over \$35K in sponsorships
- Coordinated logistics for 45+ speakers and 38 sessions, utilizing Asana, Basecamp, Trello, and Whova to drive project timelines and stakeholder collaboration

HONORS

- Certifications: Google AI Essentials | Google Analytics (Advanced & Beginner) | Hootsuite Social Media & Platform | Corporate Social Responsibility | Crisis Communication & Media Ethics 2023- Present
- Spirit of State Award: Highest university honor for campus leadership, service, and peer impact April 2023
- Outstanding Graphic Designer: Two-time recipient for excellence in visual strategy and communication 2021, 2022

EDUCATION

Master of Science in Integrated Marketing Communication May 2025 University of Mississippi - Oxford, MS GPA: 4.00 / 4.00

Bachelor of Science in Agricultural Education, Leadership, Communication May 2023 Mississippi State University- Starkville, MS GPA: 3.80 / 4.00

Concentration in Communication and Focus in Public Relations and Organizational Communication