

# 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

### 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 and client relationships, navigating brand standards, approvals, and royalty requirements
- Adapt quickly and problem-solve to meet deadlines, manage priorities, while exceeding client expectations

### Co-Founder & Director of Marketing

Aug. 2025 - Dec. 2025

#### *Artisanal Coffee Group Ventures LLC*, Libertyville, IL

- Co-founded and led the marketing and growth of a craft coffee brand from launch through a successful exit
- Led brand development, designing cohesive visual identities informed by market trends and consumer insights
- Managed multi-channel communications for social, email, and e-commerce, leveraging research to drive engagement
- Optimized Shopify storefronts and digital systems, leveraging data to streamline and enhance the 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

### Employer Services Graduate Assistant

Aug. 2023 - May 2025

#### *Career Center*, University of Mississippi

- Managed end-to-end logistics, budgets, and timelines for events hosting 200+ employers and 1,000+ students
- Liaised with global employers and provided career education for 900+ annual student development appointments
- Drove sponsorship growth and stakeholder collaboration to secure partners and streamline cross-functional execution

### 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