

ANNIE MARSH

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ABOUT

Detail-oriented advertising account professional skilled in writing, design, strategy, and project management. Seeking a creative client-facing role bringing brand marketing to life through storytelling.

EXPERIENCE

Account Coordinator (Design) | Marks, part of SGS & Co | Chicago, IL | *Feb 2024 - Aug 2024*

- Executed project management skills to produce eContent for Staples, a leading B2B/B2C retailer
- Coordinated workflow according to deadlines across international teams in the US, Canada, UK, India, and China
- Led project kick-offs, internal status, and client meetings then distributed meeting notes in a timely manner
- Created client presentations, briefs, and timelines
- Maintained project status sheets, providing regular updates to internal teams and client
- Reviewed written and visual content according to brand guidelines and product accuracy through each phase, providing insightful solutions

Account Coordinator Intern | Plan B Advertising | Chicago, IL | *Jun 2023 - Oct 2023*

- Led 6 internal projects and collaborated with creative and account teams to effectively plan, problem-solve, and execute client projects for 7 diverse clients
- Created briefs, scopes of work, estimates, timelines, presentations, meeting notes, and client communications
- Wrote blog posts and collaborated on social media strategy and content
- Monitored and reported on competitive and multi-industry trends
- Engaged in complete branding process from client workshops, competitive analysis, concept development, strategy, and research to executing direct mail, website/Google Adwords/SEO set-up, and more

Marketing Intern | International Association of Women | Chicago, IL | *Nov 2021 - May 2022*

- Event marketing, including written copy and graphics for website/social media
- Updated social media strategy, created monthly content calendar, and wrote blog posts
- Established 12-month plan for a college cohort to expand audience to students, including research, marketing materials, events, and outreach

Marketing Intern | Untold Content | Cincinnati, OH | *May 2020 - Nov 2020*

- Produced a weekly podcast with blog posts and social media content (published on Forbes)
- Collaborated with teammates/client to develop client's new brand and create marketing materials
- Developed social media graphics and captions optimized for each platform

Marketing Program Assistant | Loyola University Chicago | Chicago, IL | *Aug 2019 - Dec 2019*

- Created logos, flyers, social media graphics, and blog posts
- Developed contact list for industry outreach and marketing campaigns

Marketing & Administration Intern | The Kleingers Group | Cincinnati, OH | *May 2019 - Aug 2019*

- Developed new intake process to curate client information, maximizing efficiency and client satisfaction
- Created social media content across platforms, marketing materials, team resumes/project portfolios, and standardized company PowerPoint presentation template
- Collaborated on rebranding and logo redesign

SKILLS

Adobe Suite (Illustrator/InDesign), Airtable, Asana, Canva, CisionPoint, CoSchedule, Google Analytics, Google Suite (Docs/Forms/Sheets/Slides), Hootsuite, HubSpot, Insightly, Mailchimp, Mediabox, Microsoft Suite (Excel/Powerpoint/Word), Mintel, Piktochart, Scoro, Smartsheet, Sprout Social, Squarespace, Wix, WordPress, Workamajig, Ziflow

EDUCATION

Loyola University Chicago | Chicago, IL | *Aug 2018 - May 2022*
BA Advertising & Public Relations, Marketing minor