

# ANNA YEEND

Communications Professional & Storyteller



360-296-9433



ayeend16@gmail.com



Spokane, WA



[Anna Yeend](#)

## PROFESSIONAL OVERVIEW

I am a communications professional with a **passion for all things digital**. I believe marketing is a powerful and imperative tool for modern storytelling. That's what I love to do - utilize my skills and experience to guide communication and share innovative stories.

View my digital portfolio: <https://www.annieyeendportfolio.com/>

## SKILLS & SOFTWARE

- **Social Media Marketing:** Asana, Buffer, Hootsuite / Facebook, Instagram, Twitter, LinkedIn, TikTok
- **Adobe Creative Suite:** Photoshop, InDesign, Lightroom
- **Microsoft Office Suite**
- **Website Management:** WordPress, Kentico, Sitecore, Drupal
- **Email Management:** HubSpot, Constant Contact, Mailchimp
- **Measurement:** Google Analytics, Facebook Business Manager, Social Media Analytics
- **Productivity:** Trello, Asana
- **Photography & Photo Editing:** Adobe Lightroom, Canva
- **Video Editing:** Adobe Premiere Pro, TikTok, CapCut, Splice
- **Event Planning & Marketing**
- **Strong Writing Skills**

## EDUCATION

**|| Bachelor of Arts in Public Relations & Communications**  
Emphasis in **Marketing**  
Minor in **International Relations**  
**Carroll College**  
Helena, MT  
2014 – 2018

## WORK EXPERIENCE

### Social Media Manager

Eastern Washington University (EWU), Cheney, WA | June 2022 - Present

- Oversees the social media strategies and content creation for EWU social media accounts, including Instagram, Facebook, Twitter, LinkedIn and TikTok
- Collaborates with Enrollment Services to manage the Student Communications Team and create student-led TikTok content
  - Developed a successful strategy plan for launching the official EWU TikTok
- Produces social media ad campaigns for campus partners focused on promotions and recruitment efforts
- Serves as the principal resource for EWU staff and faculty for social media-related inquiries and requests
- Provides marketing and organizational support for events
- Supplies photography and video direction for social media projects
- Creates monthly statistic reports to track progress across all social media platforms
- Handles all emergency communications through social media

### Web Content & Social Media Manager

Community Colleges of Spokane, Spokane, WA | August 2021 - June 2022

- Managed social media accounts for Community Colleges of Spokane (CCS), Spokane Community College and Spokane Falls Community College
  - Developed and launched the official Instagram account for Spokane Falls CC
- Researched and wrote "Social Media at CCS: A Guide to Success"
- Authored web articles and press releases
- Managed, wrote and updated website content
- Provided photography services for website and social media

### Marketing Communications Coordinator

Gonzaga University School of Law, Spokane, WA | May 2018 - August 2021

- Managed and crafted original content for Gonzaga Law's social media accounts
- Managed and updated website content
- Developed digital and print promotional materials & provided event support