

ANNA BLANCHET

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248-574-2188 – annablana12@gmail.com

COMMUNICATIONS PROFESSIONAL

Web & Print Development / Tech-savvy / Strategic Communicator

Multifaceted Communications Specialist energetically helping clients effectively communicate both internally and externally. A driven professional with a strong creative sense, excellent writing skills, and the ability to organize and manage both teams and projects. Highly organized and possesses exceptional writing and editing skills. Dedicated to utilizing knowledge of social media communications to manage online impressions and produce relevant content. Positioned to leverage skills and passion for communication to drive positive change in my community as part of your team.

HIGHLIGHTS

Skills & Abilities

- Clear and effective communication skills
- Self-motivated with a strong work ethic
- Ability to multitask and adapt
- Works well in high stress situations
- Excellent interpersonal skills
- Exceptional problem solver

Technical Attributes

- Experienced with WordPress site building
- Practiced with Wix website building
- Proficient in Microsoft Office
- Familiarity with SPSS
- Skillful with Canva
- Proficient with Hootsuite

PROFESSIONAL EXPERIENCE

Michigan Women Forward, Detroit, MI November 2020 – April 2021 *Marketing and Communications Intern*

- Led an interdepartmental team to launch the HERstory Museum Gift Shop holiday marketing campaign. This campaign resulted in more than \$2,000 of additional fundraising and increased community support for the Michigan Women's Historical museum after the lead social media post was over 1.4k times.
- Managed the updates and organization of MWF's WordPress website resulting in a 32% increase in traffic and an increase in engagement.
- Created social media communication strategy, created branded and engaging visual content, and wrote and scheduled posts for targeted audiences resulting in a steady increase of Facebook and Instagram page follows.
- Researched and selected 21 entrepreneurs to be featured in the 2020 Small Business Holiday Gift Guide. Successful management of communications with external business owners resulted in increased holiday sales, the entrepreneur's stories being told, and the page being viewed by 3.5k consumers.
- Supported the event team in the planning, media kit creation, and social media promotion of the annual Pitch Competition as it was moved to an online platform resulting in a higher level of audience engagement and a 3,000% increase in attendance.
- Conducted research to expand CRM databases and maintained DonorPerfect database, ensuring accurate reporting and data.

Mr. B's Roadhouse March 2014 - December 2020 *Mixologist / Barmaid*

- Served each guest at a 50-seat bar courteously, quickly, and efficiently
- Developed keen interpersonal communication skills
- Built a significant base of loyal clientele and return customers

VOLUNTEER EXPERIENCE

Bee Kind Honey, January 2021 - Volunteer Social Media Manager

- Established a branded social media presence and an online merchandising for a local Michigan Beekeeper looking to expand his business.

Boy Scout Troop 326, December 2020 - Volunteer Web Designer

- Created and managed an online SquareUp site and payment processing system that enabled the troop to transition their largest fundraising sale to an online platform. This resulted in over 5k in sales and a more effortless management of payments.

Philmont Scout Ranch, March 2020 - Forestry Conservation volunteer worker

- Worked on a team of 50 volunteers aiding in protecting some of the country's most at risk land from forest fires by creating fire lines.

EDUCATION

B.A. in Communication Studies - Minor in Business Administration - 4.0 GPA

Wayne State University, Expected August 2021

AWARDS

Recipient of the 2020/2021 Jane Fitzgibbon Endowed Student Award in the Area of Communication, a competitive Wayne State University scholarship granted to one outstanding student per year