**Anna Redd (she/they)**

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**EDUCATION**

**BA in Communication Studies-Focus: Strategic and Organizational Communication** **Expected: May 2025** **Minor in Marketing** **GPA: 3.5**

University of Toledo, Toledo, Ohio

**Honors:** Dean’s List – Spring 2022

**Awards:** Nomination for Student Worker of the Year 2021-2022

**WORK EXPERIENCE**

**Communications Intern** | United Church Homes, Marion, Ohio **Aug 2023 – Present**

* Create and schedule social media content for main company account and statewide branches.
* Write and proof news releases, media alerts, and blog posts on behalf of the company.
* Facilitate the sending of internal communication pieces.
* Promote and market company events among key stakeholders via email and newsletters.

**Marketing and Communications Ambassador** |University of Toledo, Toledo, Ohio **Aug 2021 – Sept 2024**

* Implement multi-channel marketing plans for the University of Toledo's Career Services office.
* Collaborate with the University of Toledo’s Marketing and Communication office to create a video blog highlighting Career Services.
* Creatively design social media marketing content like infographics, video blogs, and promotional materials.
* Actively increase the University of Toledo’s Instagram following by over 400 followers since August 2021.
* Manage Facebook, Instagram, X, and LinkedIn content to keep brand messages consistent.
* Creating and facilitating giveaway online contests to retain and attract new students.

**Communications Intern** | Ohio Department of Natural Resources, Columbus, Ohio **May 2022 - Aug 2022**

* Managed and created content for the Ohio Boating and Watercraft Facebook page.
* Created content for in-agency announcements and events.
* Executed plans for ODNR’s involvement in the Ohio State Fair.
* Served as Shift Manager for sections of ODNR’s Parks and Watercraft division at the Ohio State Fair.
* Worked and promoted on social media for statewide ODNR events.
* Pitched new social media strategies to head of Communications for ODNR.

**CAMPUS INVOLVEMENT/LEADERSHIP**

**Delta Phi Epsilon Sorority**

President/Vice President of Equity and Belonging  **Jan 2024 – Dec 2024**

* General supervision of members and coordination of all chapter affairs, vice presidents, and compliance with chapter, campus, and international headquarters policy.

**Vice President of Operations**   **Sept 2023 – Dec 2023**

* Determining a budget for the sorority, managing dues, dealing with reimbursements, managing sorority funds and purchases.

**Blue Crew – Secret Spirit Society Sept 2022 – Apr 2025**

Historian (March 2023-24) & President (March 2024-25)

* Film and create content to post on BlueCrew’s Instagram. Including video, photo, and partnered posts.
* Foster a collaborative and engaging team environment among all Blue Crew members.
* Lead and facilitate structured, efficient meetings to ensure clear communication and goal alignment.
* Serve as the primary representative and liaison between Blue Crew and external stakeholders.
* Establish and oversee committees to support organizational initiatives and objectives.
* Manage and enforce disciplinary actions to maintain group integrity and professionalism.
* Communicate with University liaisons to facilitate student organization registration, requested appearances and ticketing.
* Communicate and inform on behalf of BlueCrew to other university’s athletic departments to facilitate appearances, security, and ticketing information.

**SAGA (Sexuality and Gender Alliance) and Bee Club:** General Member **Aug 2021 – Present**

**SKILLS**

* **Marketing & Content**: Campaign Management, Digital Media, Press Release & Newsletter Writing
* **Social Media Platforms**: Meta (Facebook & Instagram), Twitter (X), TikTok
* **Media Scheduling & Management**: Meta Business Suite, HubSpot
* **Content & Web Tools**: Lytho, WordPress
* **Analytics & SEO**: Google Analytics, Social Media Insights