

Anna Koehn

Portland, OR
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I am a personable and professional creative who thrives on my ability to communicate clearly and effectively. I have an aesthetic eye, strong attention to detail, and am highly skilled at identifying project needs. I love to collaborate, yet work well independently. My passion for building connection and crafting meaningful experiences is my greatest asset.

PROFESSIONAL EXPERIENCE

FREELANCE COPYWRITER + PRODUCTION COORDINATOR 4/13 – PRESENT
Deep Sky Studios – Portland, OR

Collaboratively conceptualize and execute media projects under tight deadlines. Write scripts for educational and corporate videos and local broadcast commercials. Develop and edit content for client websites, social media platforms, and creative briefs. Provide account management, creative direction, and assist in live action video production.

FREELANCE CONTENT WRITER 6/16 - PRESENT
Guest Hook – Portland, OR

Write detailed listing descriptions of national and international vacation homes for a vacation rental content writing start-up. Apply SEO strategies and follow specific writing guidelines. Clients include TurnKey Vacation Rentals, HomeAway, and Oliver's Travels.

LISTING AND ADVERTISING MANAGER + COPYWRITER 2/11 - 2/14
Vacasa Rentals – Portland, OR

Created and managed content for listings and ads for 500+ vacation homes. Oversaw creative team of writers and photographers. Coordinated with regional managers to ensure listings were accurately represented and marketed. Shot and edited real estate photos for listings. Created marketing materials and updated company's social media outlets. Assisted with business development by bringing on new homes/clients and expanding into new markets. Built new and maintained existing relationships with owners and guests.

RESTAURANT SERVER 4/10 - 4/11 & 5/13 - 6/16
Meriwether's Restaurant and Skyline Farm – Portland, OR

Served farm-to-table fare in a high volume restaurant with a casual fine dining atmosphere. Challenged to meet and exceed expectations while maintaining a high degree of professionalism on a daily basis.

RESTAURANT SERVER 1/08 - 6/10
Macadam's Bar and Grill – Portland, OR

Mastered the ability to efficiently multi-task in a fast-paced, high-volume upscale bar and grill while maintaining superior customer service.

EDUCATION & PUBLICATIONS

UNIVERSITY OF OREGON SCHOOL OF JOURNALISM AND COMMUNICATION // EUGENE, OR

Bachelor of Arts degree with a magazine writing focus

ST. JOHNS SENTINEL // PORTLAND, OR

Internship for local neighborhood periodical
Researched, wrote, edited, fact-checked 3-4 news pieces monthly

SPIRITUALITY AND HEALTH// NATIONAL MAGAZINE

"Try Your Dream Job on for Size"

SKILLS & PROFICIENCIES

Microsoft Suite • Google Docs • AP Style Guide • Digital Photography • Photoshop Lightroom • Customer Engagement • Organization • Project Management • Basecamp • Hootsuite • WordPress • Salesforce