

Anna Gray

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EXPERIENCE

Communications Specialist

Food Stash Foundation | Vancouver, BC May 2021-Present

- Established a **marketing strategy** related to community building, fundraising and brand awareness
- **Social Media** content, strategy and quarterly reporting - filming and editing TikTok and Reels
- Development **public relations strategy** coordinating and acting as spokesperson for media interviews
- Management of website UX, copy and SEO
- **Event Marketing** - graphic design, promotion plan and photography

Social Media Management, Marketing Specialist

Freelance | August 2021 – Present

- BC wide educational campaign - included **project management, social media content** and **stakeholder management**
- **Sales Associate** - in-person demonstration
- **Content writing** - blog posts, newsletter and social media captions
- Performing **market research** and developing strategy alongside web developers and graphic designers

Account Coordinator

SMC Communications | Vancouver BC Jan 2020 - Jan 2021

- **Influencer campaign management** - growing brand interactions, managing expectations/deliverables, organic and paid relationship
- **Event coordination** - logistics, media monitoring, relationship building and KPI tracking
- Data management - campaign ROI, **KPI reporting**

EDUCATION

The University of Ottawa | Bachelor of Arts Major in Communications | GPA: 9.0/10 Sep 2018

WRITING EXAMPLES

Press Release - [LINK](#)

CERTIFICATIONS

Donation Page Optimization - NextAfter Institute

Digital Marketing Certification – DMI Institute

Modern PR - Social School

Google Analytics for Beginners - Google Academy

Marketing Essentials & SEO foundations - LinkedIn Learning

VOLUNTEER EXPERIENCE

SFU Student Marketing Association Panelist 2023

Event Media Marketing - Children's Wish Foundation

Social Media Audit - Global Shapers Ottawa Chapter

Research assistant - Parvati Organization

