

**Annah Chaya**

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**Education**

**Northeastern University**

**College of Arts, Media and Design, College of Social Sciences and Humanities**

Bachelor of Science Degree in Journalism and Criminal Justice

Minor: Sports, Media and Communications

**Professional Experience**

**Massachusetts Office of the Governor**

Boston, MA

*Digital Associate*

June 2025 - Present

- Lead day-to-day management of Lieutenant Governor Driscoll’s social media accounts
  - Driving growth in engagement, views, and followers
- Develop and create static and dynamic social media assets for Governor Healey and Lieutenant Governor Driscoll on multiple social media platforms
- Write concise, on-brand copy tailored for social media platforms
- Connect with influencers and digital creators, helping organize collaborative opportunities and on-site engagements with the Governor’s Office
- Provide on-site support at public events for Governor Healey and Lieutenant Governor Driscoll

*Digital Media Specialist*

August 2024 - May 2025

*Visual Media Co-op*

January 2024 - July 2024

**2024 NBC Paris Olympics**

Stamford, CT

*Production Assistant*

July 2024 - August 2024

- Supported live broadcast operations in Central Tape for NBC’s 2024 Summer Olympics production
- Aided Associate Directors with clipping segments to air on NBC, USA, and Peacock
- Produced, recorded, and aired multiple games contributing to fast-paced production and accurate content delivery

**Massachusetts Attorney General's Office**

Boston, MA

*Digital Media Assistant*

January 2023 - June 2023

- Provided on-site support, photography, and digital coverage at public events for Attorney General Campbell
- Created static and dynamic platform specific content for Instagram and X
- Developed and distributed a weekly newsletter sent to 600+ AGO employees statewide

**Technical Skills**

Proficient in Adobe Creative Suite, Digital and Social Media Platforms, Live U System, Copywriting, Content Strategy