

Anna Meyer

Editor, Writer & Digital Content Creator

A highly innovative content strategist, I am well-versed in high-level planning, social media strategies, brand development, campaign planning, and asset management. My background in digital marketing, graduate teaching, creative writing, curatorial work, and digital archives lends to success in remote day-to-day collaboration, organization, and prioritization. I am looking to further my career with an organization that's making a positive difference through meaningful and inspiring work.

✉ anna.r.meyer@gmail.com

📞 Phone Number

📍 Renton, WA

🌐 [linkedin.com/in/arbmeier](https://www.linkedin.com/in/arbmeier)

WORK EXPERIENCE

Social Media Coordinator

Essense of Australia

02/2020 - Present

Lenexa, KS

Internationally acclaimed bridal design company based in Australia.

Achievements/Tasks

- Planned social campaigns, event promos, maintained editorial content calendars, and supervised visual/written content.
- Developed social benchmarks & brand standards for retail franchise (launched 2020).
- Identified, analyzed, and proposed new methods to improve weak content strategies.
- Analyzed and presented data for social campaigns based on set KPI and other desired metrics.
- Produced visual and written content for various social media needs compatible with Instagram, Facebook, and Wordpress.

Graduate Teaching Instructor

Kansas State University

01/2018 - 12/2020

Achievements/Tasks

- Executed strong planning, communication, and mentorship teaching collegiate writing to a variety of diverse learners.
- Focused on pedagogical socioeconomic topics like gender, race, and class.
- Maintained and practiced active-learning pedagogy aligned with departmental deadlines and objectives.
- Created student-centered lesson plans, visual aids, and class discussions.
- Edited term papers and projects with high-level suggestions on concepts, themes, and ideas, and detail-oriented feedback like grammar and topic sentences.

Curatorial Assistant

Marianna Kistler Beach Museum of Art

08/2017 - 08/2018

Manhattan, KS

Achievements/Tasks

- Provided writing and editing services to curator, guest artists, and clients such as press releases, presentations, social media posts, grants, and exhibition supplements.
- Created, organized, and maintained curatorial schedule, notes, and exhibition checklists.
- Wrote and edited user-friendly digital content in Smartify App for permanent galleries and temporary exhibitions.

SKILLS

Content Creation

Project Management

G-Suite

Adobe Creative Suite

Brand Development

Community Management

Graphic Design

Content Management Systems

Digital Analytics

Storytelling

Social Media Planning

PROFESSIONAL DEVELOPMENT

Child Advocate

Newhouse Shelter

05/2014 - 08/2014

Kansas City, Missouri

Domestic violence shelter aiding women and children.

EDUCATION

M.A. English Literature/Creative Writing

Kansas State University

Final Writing Project

- "Supraliminal: Charting My Existence" - Essays reflecting on my identity as mapped with the stars

LANGUAGES

German

Full Professional Proficiency

English

Native or Bilingual Proficiency

INTERESTS

Solving Puzzles

Trend Research

Reading

Photography

I/O Psychology

Travel

Tarot