

# ANNE FLORENCE BROWN

## contact experience

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Dallas, TX

[anneflobrown@gmail.com](mailto:anneflobrown@gmail.com)

[Portfolio](#)

[LinkedIn](#)

## skills

Facebook Business Manager

Adobe Creative Cloud

Experienced with task and goal management systems (Asana)

Experienced with Content Management Systems

(Loomly, Sprout, Emma)

Facebook Ad Manager

Microsoft Suite

Proficient in Spanish

## education

University of Mississippi

B.A. in Print Journalism

with a Specialization

in Public Relations

Minor in Spanish

View News Writing Work at

[anneflorencebrown.com](http://anneflorencebrown.com)

### Digital Marketing Intern • Path Interactive/Amsive Digital

January 2021–May 2021

- Ideated and wrote brand social calendars, ads, and social content
- Edited broken link acquisitions and righted SEO website concepts
- Led an influencer email marketing campaign:
- Researched and analyzed over 800 influencers to determine who would fit with the campaign
- Acquired and organized influencer contact information to gauge interest in promoting campaign's product
- Executed a tiered email marketing campaign strategies via EMMA
- Analyzed social data and brainstormed strategies with brand teams via Sprout
- In charge of daily community management and social content management

### Social Media Intern • Mississippi Farm to School Network

August 2020–May 2021

- Created and posted social content for brand's social profiles
- Executed garden grant program
- In charge of community management and contacting individuals to relay grant status
- Garnered a 450+ follower growth during internship
- Developed and executed a marketing plan for annual brand conference
- Designed branding and logos for promotional events while strategizing with event planners to reach target audiences

### Writing Intern • Budget Travel Magazine

May 2020–August 2020

- Wrote 10 articles for Budget Travel Magazine
- 3 articles selected over other interns for publishing
- Constructed marketing plan for a COVID-19 travel campaign

### Copy Writer / Copy Editor • Freelance Work

May 2021–present

- Freelance writing brand social calendars for Amsive Digital Marketing Agency
- Edited Ole Miss Journalism School Annual Magazine

### Copy Editor • The Ole Miss Yearbook

August 2020–May 2021

- Edited 300+ articles for an award winning yearbook copy
- Honed AP Style skills
- Led a team of writers and developed story content management

### Staffer • Young Life

August 2019–May 2021

- Managed team of leaders in planning, organizing, and fundraising events
- Fundraised over \$11,000 during tenure