

Anna Swafford

Digital Marketer

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Education

University of Oklahoma | Master's of Arts

2021-2023

- Master's of Arts, Strategic Communication, emphasis on public relations
- GPA: 4.0
- Thesis: Gen Z and Parasocial Relationships with Musicians on TikTok

University of Oklahoma | Bachelor of Arts

2019-2022

- Bachelor of Arts, Public Relations
- GPA: 3.8

Experience

Saxum | Digital Coordinator (Former intern & graduate fellow)

August 2022 - present

- Managed social media accounts for various clients, including strategy and content creation (copy and graphics), across industries like philanthropy, energy, public affairs, education and more.
- Managed paid promotion on social media (Meta, LinkedIn and Twitter/X) for various campaigns, including event promotions, audience growth, increasing web traffic and driving newsletter registration.
- Analyzed social and web metrics on a regular cadence and adapted content for better future success.
- Wrote newsletters, blogs and social copy for various clients to match each client's individual tone and support their audience needs.
- Updated and managed websites for clients, including copy and design.
- Contributed to influencer strategies, including influencer research for clients to reach new audiences.
- Developed complete social strategies and POVs to drive awareness for brands and expand interested audiences.
- Worked individually and with team members to create and promote successful cross-platform campaigns.
- Internship - Aug. 2022-Dec. 2022; Graduate Fellowship - Jan. 2023-May 2023; Full Time - June 2023 - present

Trip The Fan | Freelance social media

October 2022 - May 2023

- In-depth research into parasocial relationships (both primary and secondary research)
- Created a full social media campaign for one of the bands Trip The Fan manages, Stepmom, to target Gen Z and increase awareness of artists and drive purchase intentions
- Designed social media graphics that fit the vibrant and passionate themes of the band
- Completed several competitor analyses to regularly update the client on how to update and adapt for a more widespread reach

Inasmuch Foundation & Sunbeam Family Services | Fellowship

May 2022 - July 2022

- Worked as the Inasmuch Community Fellow at Sunbeam Family Services to help the marketing team
- Developed a social media strategy and plan for various platforms to increase awareness
- Wrote frequent press releases and worked with media to expand the reach of the organization
- Designed social media graphics and other promotional materials (including, posters, billboards, stickers and banners) for regular use
- Worked with various donor analyzing programs including Salsa CRM

Skills

- Copywriting (Social Media, Blogs, Newsletters, Press Releases, Email, Web, etc.)
- Graphic Design, including Videos (Canva, Capcut, etc.)
- Social Strategy
- Paid Strategy and Implementation (Meta, LinkedIn, Twitter/X, etc.)
- Website Content Development (Hubspot, Wordpress, Wix, etc.)
- Klear Influencer Foundations & Advanced Certifications
- Google Analytics 4 Advanced Certifications
- Proficient in Hootsuite, Hubspot, Sprout Social, & Cloud Campaigns
- Time Management and Multitasking
- Market Research
- SEO