



ANNIE N. BELGRADE

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EDUCATION

BOSTON COLLEGE (Chesnut Hill, MA) Class of 2017
B.A. Communications, *Cum Laude*, GPA 3.63

UNIVERSITY OF EDINBURGH (Edinburgh, Scotland, UK)
Study Abroad: September 2015 – December 2015

EXPERIENCE

March 2018 -
Present

Ketchum, award-winning global communications consulting firm, Chicago, IL
Digital and Account Management Intern

- Supports brand accounts for Kimberly-Clark, J.M. Smucker, and American Egg Board
- Assists in digital strategy and social media content development
- Assists in analytical reporting and media tracking to brainstorm agile digital opportunities that provide real-time support for clients

June 2013 –
Present

Self-Employed, Chicago, IL
Freelance Branding, Graphic Design, and Social Media

- Develops and designs media kits, logos and advertisements for 5+ bloggers
- Consults on website design, readership vision and social media branding for 5+ clients
- Creates and deploys newsletters to 1,000+ customers using Photoshop and MailChimp software for California-based fine art gallery and exhibition center

June 2017 –
February 2018

United Airlines, Chicago, IL
Social Media and Content Marketing Intern

- Designed, curated, and assisted in content development and strategy for United brand Instagram, Facebook and Twitter social content with a total reach of 2+ million followers
- Launched United's Pinterest account, designed all branded content, and led content strategy for an average of 3.7+ million monthly viewers which resulted in Pinterest being the leading social traffic driver to United's blog, the United Hub
- Assisted in managing content, developing content strategy, and writing for United Hub
- Conducted research on competitor social content and social performance analytics

May 2016 -
August 2016

Zapwater Communications, boutique public relations agency, Chicago, IL
Social Media

- Drafted weekly social media content calendars and assisted in content ideation and strategy for 6+ accounts in food, fashion, beauty, and retail across three platforms
- Researched, sent pitch letters, and coordinated communication with top-tier influencers
- Created content for social media accounts using Adobe Creative Suite and Canon 6D

Summers 2015
and 2014

Modern Luxury, media conglomerate with 50+ national publications, Chicago, IL
Marketing and Events (Summer 2015)

- Assisted in planning and management for 30-500+ person events for seven publications
- Led post-event digital marketing activities for 100+ events
- Created event pages and summaries on internal website and Facebook pages
- Developed, scheduled and deployed 24 daily posts to Facebook and Twitter using Hootsuite

Digital Media (Summer 2014)

- Assisted in concept development, coordination and production of client videos and events
- Deployed daily emails through webmail server WhatCounts to 450,000+ subscribers
- Managed corporate digital media email campaign and calendar

LEADERSHIP

2014 – 2016

The Gavel (Boston College daily web-based news publication)
Board Member and Associate Design Editor

2013 – 2017

Wishmakers on Campus (Boston College affiliate of Make-A-Wish Foundation)
2014-15, 2016-2017 *Vice President*; 2013-14 *Freshman Representative*