

ANNIE LOVELOCK

contact@annielovelock.com | Based in Melbourne, FL | www.annielovelock.com

SKILLS

- Content & Inbound Marketing
- Copywriting
- Email Marketing
- UX Writing
- Social Media Management
- Graphic Design
- Public Speaking
- Influencer Marketing
- Media Relations
- HTML/CSS

SOFTWARE

- **Web Design** — WordPress, Divi, Elementor, WPBakery
- **UX/UI** — Figma, Sketch
- **Graphic Design** — Adobe Creative Suite
- **Email Marketing** — Hubspot, Constant Contact, Mailchimp

EDUCATION

University of Central Florida
BA Advertising-Public Relations & BA Theatre Studies

- President, *Project Spotlight Developmental Theater*
- Staff Writer, *Her Campus*
- Member, *Zeta Phi Eta Professional Fraternity for Communications Arts and Sciences*
- Member, *Phi Eta Sigma Honor Society*
- National Merit Scholarship Recipient

CERTIFICATIONS

Public Relations Society of America

- Certificate in Principles of Public Relations

Semrush

- Content Marketing and SEO Fundamentals Exam
- Keyword Research Exam
- Semrush for Digital Agencies Certification

HubSpot Academy

- HubSpot Marketing Software,
- Content Marketing
- Inbound Marketing

WORK EXPERIENCE

Digital Marketer | *Designzillas*

Oct 2021 - Present

- Increased conversation rates and revenue for national and international brands via SEO-optimized blogs, email campaigns, digital ads, video production and more.

Designer and Social Media Specialist | *Wellons Communications*

May 2021 - Oct 2021

- Curated positive digital presences for local and national brands through design of visual communications assets, social media management and SEO-optimized web content.
- Additional duties included authoring press releases and contributing to agency-wide media relations and influencer marketing projects.

Media Relations and Design Intern | *Wellons Communications*

Apr 2020 - May 2021

- Authored social decks, press releases and SEO blogs.
- Hired for additional digital design duties outside of internship scope.

Social Media and Influencer Relations Intern | *Statusphere*

Apr 2020 - Aug 2020

- Worked with social media and influencer marketing teams to generate leads and create digital content for national brands.

Graphic Designer | *The Orlando Fringe*

Jan 2019 - May 2019

- Developed print & digital collateral for the 2019 Orlando International Fringe Theatre Festival.
- Collaborated with the development director to create digital assets for the 2019 United Arts fundraising campaign.

VOLUNTEER EXPERIENCE

Marketing and Communications Director | *Project Spotlight*

May 2018 - May 2020

- Led all organizational communications, public relations and advertising, including acting as both social media manager and graphic designer.
- Created posters, playbills, and digital content in addition to the coordination of photography, videography and live-streaming of theatrical performances.

Marketing Director | *Good Vibes Theatre Co.*

May 2021 - Present

- Managed social media and web content while creating all print and digital marketing materials.