

annieradsliff

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experience

june 2015 // present

Social Media Specialist Adobe

- Accelerate Adobe Document Cloud product marketing goals through social media
 - Contributed to 697% YoY growth in social content engagement across platforms (2015)*
 - Plan and execute social activations around strategic initiatives*
 - Capitalize on real-time marketing opportunities, one campaign driving 27x average channel engagement*
- Concept creation, copywriting and design for organic and paid social campaigns
 - Leverage Adobe Creative Cloud to design customized graphics for digital marketing programs*
 - Optimize social marketing tactics via A/B testing of copy and graphics*
 - Engage Adobe Document Cloud blog community with unique and relevant content*
- Empower business stakeholders to leverage social media in B2B marketing endeavors
 - Contribute to demand generation program goals with targeted social campaigns*
 - Amplify customer reference stories to engage prospective customers*
 - Support partner event marketing, driving lead generation via on-the-ground social activations*

dec 2013 // march 2015

Social Marketing Specialist Intel Security

- Developed & executed social campaign strategy, copy, and graphics
- Established social presence for c-level executives, including one of the Top 100 Social CIOs of 2014
- Managed an employee advocacy program for Intel, achieving 6.6 clicks per share on average
- Planned and executed social rebrand, aligning with marketing strategies for Intel, Intel Security, and McAfee

jun 2013 // sept 2014

Marketing Manager & Painting Instructor Art Attack

- Planned and executed marketing campaigns and collateral for local art studio
- Instructed summer camp sessions and weekly fine art classes for a variety of age groups

sept 2010 // may 2013

Museum Attendant Saint Louis University Museums and Galleries

- Supported two museums, the Saint Louis University Museum of Art and the Historic Samuel Cupples House
- Assisted with preparations for new art exhibits, exhibit openings, and other events

jun 2012 // aug 2012

Marketing Coordinator Aging Technology Alliance

- Coordinated social media activity, planned and promoted monthly webinars

jun 2011 // aug 2011

Marketing Intern Continuum Crew, LLC

- Executed product competitive research & analysis to guide marketing campaign strategies
- Built comprehensive introductory guide to social media, "Social Networking Guide for Businesses"

education

2009 // 2013

Saint Louis University Saint Louis, Missouri

B.A. in English Literature and Studio Art (emphasis in painting) • Minor in Marketing
Dean's Scholarship • Jesuit High School Award Scholarship
Zeta Tau Alpha Fraternity (Merchandise Chair) • Order of Omega Greek Honors Society

autumn 2011

Saint Louis University, Madrid Madrid, Spain

Study abroad during the fall semester • traveled throughout Europe visiting nine countries

expertise

social platforms

twitter • linkedin • facebook • google+ • youtube • slideshare • spiceworks • vine • instagram • pinterest

social platform management

sprout social • adobe social • spreadfast • wordpress • sysomos heartbeat & map • nexgate • voicestorm • hootsuite

technical

mac & pc • microsoft office suite • iWork • google analytics certification • eloqua 10 • quickbase • basic HTML

creative

writing • adobe creative cloud • illustration & oil painting • iLife • conversational spanish