

# ANNA STREETMAN

WRITER/EDITOR  
DIGITAL MARKETER

## EDUCATION

### B.A. JOURNALISM & EMERGING MEDIA

KENNESAW STATE UNIVERSITY  
GRADUATED 2016

#### ACTIVITIES:

EDITOR - KSU NEWS NOW  
NEWS EDITOR - THE SENTINEL  
INTERN - ATLANTA JEWISH TIMES  
BLOGGER - SITTING FOR A CAUSE  
PHI ETA SIGMA HONOR SOCIETY

## SKILLS

- EDITING & AP STYLE
- SEO & GOOGLE ANALYTICS
- NEWS & FEATURE WRITING
- BLOGGING
- SOCIAL MEDIA
- WORDPRESS & WEBSITE EDITING
- PHOTOSHOP & GRAPHIC DESIGN
- EMAIL DESIGN & MARKETING
- HTML & TROUBLESHOOTING
- ECOMMERCE MARKETING

## WORDS I LIVE BY

"WORDS ARE, IN MY NOT-SO-HUMBLE  
OPINION, OUR MOST INEXHAUSTIBLE  
SOURCE OF MAGIC."  
- ALBUS DUMBLEDORE

"EITHER WRITE SOMETHING WORTH  
READING OR DO SOMETHING WORTH  
WRITING."  
- BENJAMIN FRANKLIN

## CONTACT

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## EXPERIENCE

### DIGITAL CONTENT MANAGER

ATLANTA JEWISH TIMES  
OCTOBER 2020 - MARCH 2021

- Responsible for all social media content for Facebook, Instagram, and Twitter using Creator Studio and Hootsuite; increased reach on Facebook by 87%, engagement by 260%, and likes by 530% during my first month using social media best practices; added Link in Bio and stories to Instagram, resulting in increased traffic to website through a previously underutilized source and a 27.2% click through rate on the Link in Bio page during first week; create videos using Promo to encourage people to vote/enter in our contests, buy ads, and more
- Coordinate all online content on the Atlanta Jewish Times WordPress website; in first month on the job, increased pageviews from 165,000 to 191,000 and kept pageviews consistently at or just below 200,000 since second month on the job; format and post 20-40 stories every other week, using photos, videos, and keyword optimization for each post
- Arrange and format eBlasts three times a week for our 6,000 email subscribers using Mailchimp; increased average average open rate from 28.3% to 32.7% and average click through rates from 7.7% to 9.1% during first three months
- Write 1-3 stories for each issue in topics such as human interest, holidays, books and movies, current events, politics, and others
- Pull and present Google Analytics reports for the publication's two main websites weekly; created a 12-page guide for freelancers in Google Docs on how to find their stories and share them online in order to increase website traffic

### EDITOR

GLOBAL SAVINGS GROUP  
JUNE 2019 - OCTOBER 2020

- Wrote, edited, and maintained static and dynamic content across 50 retailer landing pages daily, utilizing attention to detail, time management, and knowledge of Google keywords and Google algorithms; wrote short-form and long-form content
- Analyzed SERP, BR, CTR, Conversion Rates, and other KPIs for pages and prioritize retailers based on findings; troubleshooted common problems like increased bounce rate, SERP drops, and lowered conversion rates and made edits in order to boost performance
- Devised and tested new methods for generating revenue, traffic, and other KPIs, such as deal generalization, code splitting, popular product highlighting, and "% off vs \$ off" language
- Regularly communicated with the Key Account Managers to make suggestions and ask questions to pass along to the affiliate networks, including negotiations on terms that lead to increased visibility and revenue for two of my retailers, Belk and StubHub
- Conducted Google keyword research; taught fellow editors how to utilize programs such as Answer the Public to prioritize popular products on each of their retailer landing pages
- Served as one of two editors representing the United States team for company wide retailer landing page revamp project; contributed and implemented ideas for project

## VOLUNTEER WORK

### SOCIAL MEDIA COORDINATOR

KUDZU CAT ALLIANCE  
NOVEMBER 2020 - PRESENT

- Plan and implement original ideas for Facebook and Instagram social media handles; write and design an average of 5-10 Facebook posts and Instagram stories per month; create series of dedicated posts for special holidays and events, such as Amazon Smile, Kroger Community Partners, Valentine's Day, and Giving Tuesday
- Help fundraise for the organization by creating dedicated social media posts; raised nearly \$600 for the agency with my Giving Tuesday campaign