

ANNA STREETMAN

FREELANCE COPYWRITER &
DIGITAL MARKETER

WWW.ANNASTREETMAN.COM

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 (5 YEARS)
- SEO & GOOGLE ANALYTICS (3 YEARS)
- COPYWRITING (5 YEARS)
- SOCIAL MEDIA & HOOTSUITE (3 YEARS)
- WORDPRESS (5 YEARS)
- PHOTOSHOP & CANVA (3 YEARS)
- EMAIL DESIGN & MARKETING (3 YEARS)
- HTML & TROUBLESHOOTING (3 YEARS)
- E-COMMERCE MARKETING (1 YEAR)
- CUSTOMER SERVICE (1 YEAR)
- BASIC HTML (3 YEARS)

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

"THE TRUE ALCHEMISTS DO NOT
CHANGE LEAD INTO GOLD; THEY
CHANGE THE WORLD INTO WORDS."
- WILLIAM H.

CONTACT

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EXPERIENCE

DIGITAL CONTENT MANAGER | CONTRACT

ATLANTA JEWISH TIMES
OCTOBER 2020 - APRIL 2021

The Atlanta Jewish Times is an online and print publication serving the Metro Atlanta Jewish community for almost 100 years. I managed every aspect of the digital paper, including the website, email newsletter, social media, and all other digital materials.

- 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, stories, and story highlights 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
 - Pioneered the use of videos using Promo to encourage people to vote/enter in our contests, buy ads, and more
- Coordinated all online content on the Atlanta Jewish Times WordPress website using SEO skills, time management, and attention to detail
 - During first month, increased page views from 165,000 to 191,000 and kept page views consistently at or just below 200,000
 - Pulled Google Analytics every week for weekly meetings
 - Responsible for formatting 20-40 stories every other week on the website; ensured SEO friendliness of each page
- Arranged and formatted 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
- Handled other digital aspects of the paper
 - Managed Google ads schedule
 - Made edits to the digital paper through InCopy and Issuu

EDITOR | FULL-TIME

GLOBAL SAVINGS GROUP
JUNE 2019 - OCTOBER 2020

Global Savings Groups is a retail e-commerce company. I ensured the digital optimization and revenue generation for white label coupon pages for Business Insider and CNN, and worked with the affiliate networks of 25 major retailers on a daily basis from a multitude of industries and interests.

- Wrote, edited, and maintained long-form and short-form static and dynamic content across 50 e-commerce retailer landing pages daily
 - Took ownership of my retailers' performances by analyzing SERP, bounce rates, and other KPIs for pages; made necessary edits to improve performance and revenue
- Devised and tested new methods for generating revenue and traffic
 - Met with Operations Manager of European office to share my findings and teach to the other editors
- Served as liaison between affiliate networks and account managers for my retailers, passing along information and communicating regularly
 - Negotiated on terms that lead to increased visibility and revenue for two of my retailers, Belk and StubHub
- Conducted Google keyword research using Answer The Public
 - Taught fellow editors how to utilize Answer The Public to prioritize popular products on each of their retailer landing pages, leading to increased revenue
- 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 in tandem with European offices
 - Put together a presentation explaining the project to the U.S. team
- Trained and on-boarded two new editors for the U.S. team
 - Wrote 11 pages of training materials to help train new editors

EXPERIENCE CONTINUED

DIGITAL MARKETING COORDINATOR | FULL-TIME

MARCUS JEWISH COMMUNITY CENTER OF ATLANTA
APRIL 2017 - MAY 2019

The MJCCA is a nonprofit community center that services over 60,000 people a year from all walks of life. In my role, I was responsible with managing and creating various digital agency materials.

- Created and scheduled external emails with Campaign Monitor
 - Maintained email database of more than 25,000 subscribers
 - Frequent use of A/B testing in subject lines, optimization for mobile, list segmentation, and other marketing standard practices
 - Designed two email templates in Photoshop and Dreamweaver to send to two different agency audiences
- Managed high-volume monthly email calendar schedule of around 30 emails per month in Excel
 - Made suggestions on email content and send dates based on calendar
- Created, edited, and maintained content for agency's three websites on WordPress and Accrisoft website design platforms
 - Ensured SEO-friendliness of each page
 - Designed and edited simple graphics for website in Photoshop
- Monitored analytics for websites and emails
 - Provided team with statistics and recommendations on digital strategy using Google Analytics
- Lead the content marketing strategy for the MJCCA blog
 - Researched subjects and wrote three different content marketing articles based on agency offerings
- Copy edited and wrote text for various agency materials, including email copy, website copy, program guide content, and the yearly President's Message

E-COMMUNICATIONS COORDINATOR | FULL-TIME

ELEVANTA
JUNE 2016 - APRIL 2017

Elevanta is a franchisee association management and employer services agency. I assisted with the creation, maintenance, and development of various print and digital materials.

- Developed and maintained four association websites through the WordPress and Drupal website development platforms
 - Copy edited each website for brand voice and consistency
 - Troubleshooted minor HTML issues
- Wrote and edited articles for three quarterly publications regarding franchises, medical insurance, and other related topics
- Created and developed social media handles on behalf of four associations using HootSuite
 - Managed a total of 16 social media handles
 - Grew each handle's audience by at least 25% in eight months
- Managed weekly email schedule sent out to more than 1,000 franchisees
 - Compiled three weekly newsletters for three different franchise associations
 - Wrote content for marketing and promotional emails
 - Monitored email open and click rates and made suggestions accordingly

VOLUNTEER WORK

SOCIAL MEDIA COORDINATOR | PART-TIME

KUDZU CAT ALLIANCE
NOVEMBER 2020 - PRESENT

- Write and design an average of 5-10 Facebook posts and Instagram stories per month and help
 - Wrote posts to fundraise/recruit for Amazon Smile, Kroger Community Partners, Valentine's Day, and Giving Tuesday
 - Raised \$600 for the Giving Tuesday campaign