

# ANITA GARCIA

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## EDUCATION

### Bachelor of Arts in Strategic Communications

Elon University – Elon, NC

May 2021

GPA: 3.7

*Honors:* School of Communications Fellowship – Highly competitive four-year leadership and professional development program awarded to students in high academic standing and showing promise in becoming leaders in the field of communications

*Relevant Coursework:* Public Speaking, Creating Multimedia Content, Strategic Writing, Corporate Publishing, Strategic Research Methods, Strategic Campaigns

## RELEVANT EXPERIENCE

### Strategy Intern (remote)

New York, NY

#### Publicis

May 2020 – July 2020

- Completed an in-depth analysis of brand reactions to COVID-19 including shifts in advertising strategy, positioning, and new product offerings; presented report to top agency vice presidents and key clients to help inform marketing shifts
- Conducted research to develop a creative recommendation for a Walmart referral program, from briefing through presenting to key clients
- Utilized MOAT, Facebook Ad Library, Numerator, iSpot.tv and social platforms to pull creative, analyze performance data, and identify trends for competitive analyses
- Assisted in developing and presenting POVs on brand and category-specific client asks
- Effectively managed time in remote work environment to support clients in varying time zones
- Utilized video conferencing, chat platforms, shared documents, and instant messaging to successfully collaborate with others on the remote team

### Music Central Intern

New York, NY

#### WME, William Morris Endeavor

June 2019 – August 2019

- Supported Music Department and agents in various genres, including EDM, Urban, Pop, and Symphonies
- Created numerous artist tour routing sheets and databases for agents across the New York office, which were used to route and book national and international tours
- Represented the agency at various events across the NYC metro area, supporting talent and promoter representatives

### Public Relations Chair

Elon University

#### Student Union Board (SUB)

August 2018 – May 2019

- Maintained online calendar, website and social media accounts
- Created and promoted weekly events attended by over 200 community members
- Designed and published social media content increasing followership by 25% on Facebook and 150% on Instagram

## SKILLS

Adobe Photoshop, Illustrator, Premiere, After Effects; HTML, CSS; Canva; Hootsuite; Zoom; GoToMeeting; SharePoint; GoToWebinar; Dropbox; WebEX; Microsoft Word, Excel, PowerPoint