

Anna Kaelin

COMMUNICATIONS SPECIALIST

ACADEMICS

MASTERS - Suma Cum Laude
Strategic Communication
Westminster College

BACHELOR OF SCIENCE- Cum Laude
Film Studies
University of Utah

KEY SKILLS

- Creativity - Out of the box thinking
- Adhering to Budgets
- Time-Management
- Motivating Teams
- Self-Motivated
- Interpersonal Skills
- Written and Oral Communication
- Leadership
- Critical Thinking
- Organization - Multiple projects simultaneously
- Administrative Skills
- Positivity
- Extremely Detail Oriented
- Working Under Pressure
- AMERICAN SIGN LANGUAGE

EXPERTISE

- Creative Thinking
- Creative Ideas & Implementation
- Problem Solving
- Hands-on Leadership

Number

801-809-1476

Email

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LinkedIn

@annakaelinhammer

Instagram

@annakaelinmusic

Portfolio

www.annakaelin.com

PROFESSIONAL PROFILE

Detail-oriented and motivated manager with over 10 years of experience in the areas of hospitality, entertainment, and events. Strategic and innovative with a passion for driving brand awareness and creating unique campaigns that reach target audiences and engages users. Enthusiastic professional seeking to use unique skills and insights, and an in-depth knowledge in the entertainment business, to support company initiatives and goals. Articulate and driven leader with high energy and engaging personality.

EMPLOYMENT

- Self Employed - Independent Contractor
- Anna Kaelin Music (Theater & Music Tours Performer, Teacher)
- Director of Artist Relations - 12th & Porter (Nashville, TN)
- Director of Event Management - Casa Azafran (Nashville, TN)
- Manager - Omni Hotel (Nashville, TN)
- Event Director - Tuscany (Salt Lake City, Utah)

PROFESSIONAL EXPERIENCE

MASTERS PROGRAM PROJECTS CREATED FOR: Spanx, McDonald's, Amanda Kloots, BMG and BBR Music, The Hive Winery and Distillery, University of Alabama, and the University of Utah.

MARKETING/COMMUNICATION

- Worked with an international talk show host and entertainment personality to create and implement an updated market strategy in coordination with social media, website, and app by way of comparison analysis and market trends.
- Investigated the internal and external communication of a top-ranked University and national brand and advised how to improve and implement future communication strategies.
- Use an updated style guide and
- Analyze market details, needs, and trends to create and further assist in successful implementation of company objectives.
- Design, grow, and maintain social networking websites: Twitter, Facebook, Youtube, Instagram, blogs, and websites; increasing viewership by 600% collectively across sites.

COORDINATION and EVENT PRODUCTION

ADDITIONAL INFORMATION IN PORTFOLIO

- Establish design and coordinate schedule and flow for over 700 large corporate events, conventions, festivals, and concerts.
- Main contact for talent including musical artists and public speakers.
- Coordinate crew (technical, design, hair/makeup, and talent) for live and print events.
- Organized staffing and scheduling for events throughout the US, Europe, and Mexico.
- Maintain and organize files, schedules, and itineraries for multiple departments, and events.
- Lead volunteer coordinator on events with up to 2,000 volunteers

BRANDING

- Complete in-depth analysis of current company practices and branding to develop a strategy to help companies become more consistent with current market trends and practices.
- Design and implement a brand style guide including new fonts, colors, and logos.
- Create, update, and write copy for websites, social media, and marketing materials.
- Analyze market details, needs, and trends to create and further assist in the successful implementation of company branding to meet objectives.
- Develop and implement a new brand strategy to focus on new branding, increase brand awareness, and social media engagement.
- Created and/or redesigned new websites for several companies and University organizations.

MANAGEMENT

- Oversaw 100+ employees simultaneously across multiple departments and events.
- Focus on organization and culture.
- Mentor managers for growth and development.
- Emphasis on efficiency and production.
- Elevate standards in corporate procedures and employee relations.
- Efficiency with implementing systems to ensure team consistency.
- Delegate manager tasks to ensure development of teams with focus on individual strengths.
- Developed training manuals, programs, and weekly training sessions.

FINANCIAL

REPORTED DIRECTLY TO THE CFO OF MULTIPLE ORGANIZATIONS.

- Negotiate, write, and maintain over 120 contracts for an average of \$720,000 annually.
- Maintain budgets of over \$100,000 and decrease expenditures by 20%.
- Analyze sales figures and devise strategies to increase annual revenue by 35%.
- Develop new procedures to decreased employment needs by 50 hours a week, saving \$750 a week/\$39,000 annually.
- Manage division checkbook and approve deny/expenses.
- Forecasted department revenues and adhered to budgets appropriately.