

Annie Green

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| Santa Clara, CA (prev. Seattle for 10 years)

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Areas of Expertise

Sodia Media Strategy
Social Media Management
Community Management
Content Creation
Video Editing
Publishing
Motion Design
Digital Design
Graphic Design
Leadership

Software

Adobe Creative Cloud: After Effects, Premiere Pro, Photoshop, Illustrator, Lightroom, Experience Manager, Media Encoder

Social: Instagram, TikTok, Canva, Twitter, Facebook, LinkedIn, Youtube, Pinterest, Sprinklr, Lithium, Sprout, Opal, Falcon.io

Microsoft Office: Word, Powerpoint, Excel, Sharepoint

Collaborative: Workfront, Basecamp, Sharepoint, Frame.io

Figma

Education

CHAPMAN UNIVERSITY

Dodge School of Film + Media Arts

B.A. Public Relations & Advertising
minor, Graphic Design
Cum Laude

active member of Chapman Radio, Chapman Ad Club, Alpha Gamma Delta

Certifications / Honors

UI Design Course

Developed a refreshed UI library and scaled the visual direction across multiple mobile screens based on wireframes, flow and copy provided by client. Course through Dribbble, Sept 2022.

"Young Lions" competition

Offered young creative minds from around the world an opportunity to create a multimedia campaign for Every Mother Counts. Presented at Wunderman Seattle to all employees in 2015.

Experience

SOCIAL MEDIA MANAGER AND SENIOR CONTENT CREATOR, ATTN:

July 2024 - April 2025

Collaborated directly with AT&T stakeholders and agency partners to develop performance-driven social strategies and led video production for trending content creation on TikTok and Instagram.

- **Social Media Campaign Management:** Implemented marketing campaigns, delivering on performance metrics and client goals. Executed on-the-ground Instagram Story activation and influencer and executive relations during 3-day event, 'Shine Away' for AT&T and AT&T Business channels. Managed and executed 'AT&T Rising Future Makers' marketing campaign, increasing student submissions by briefing influential black creators and facilitating engaging testimonials from past HBCU winners.
- **Content Creation:** Produced AT&T's Top 2 highest-viewed organic TikTok videos over 9 months. Owned end-to-end creative process involving idea generation, copywriting, on-set design and post-production editing. Consistently recognized for staying ahead of culture and on-trend, tapping into best practices as user behaviors and platforms change.

FREELANCE, SOCIAL MEDIA CREATOR, Navitas Organics and Rover.com

April 2023 - March 2024

- Identified strategic, platform-specific opportunities to join trending opportunities and presented presentation decks to internal stakeholders. Owned end-to-end content creation for video shoots including seasonal product recipe ideation and using my dog as talent in pet campaigns. Led and produced 50+ original motion design assets for Navitas Organics Instagram and TikTok.

MANAGER, SOCIAL STRATEGY, Tillamook

October 2021 - May 2022

Managed internal social team and external creative agency, defining Tillamook's in-feed vision, social and community management and launched their organic TikTok presence.

- **Content Creation and Copywriting:** Identified new features and platform updates to further scale reach, leading to multiple videos with *20k+ views organically*. Wrote copy for brand seasonal campaigns, evergreen, fan reshares and replies to consumers. Concepted and edited content creation.
- **Strategy and Community Management:** delivered social strategy playbook, prioritizing Instagram and TikTok. Routinely sourced and fostered 1:1 connections with customer and prospect fans through impactful community management. Relatable copy ideation on TikTok generated over 10 posts with 2000+ likes on an individual reply and a *107% increase in followers over 7 months*.
- **Campaign Development:** collaboratively worked with internal marketing leads to develop brand campaigns focusing on seasonal Tillamook products. #NationalCheddarDay social strategy generated an average *6.5% engagement rate* on Instagram through headline-worthy giveaway of 113 'swag bags' celebrating Tillamook's 113 years of production.

SOCIAL AND DIGITAL DESIGNER, DIGITAL CREATIVE STUDIO, T-Mobile

June 2018 - October 2021

Recognized for strategically producing bold approaches to social and web user experiences, leading product shoots and increasing traffic to T-Mobile's website, app and social channels.

- **Social Content Creation:** Consistently recognized by leadership for monitoring and folding illustrative and social design trends into engaging social, app and web content.
- **Product Photography and Videography:** *Trusted as lead product photographer* for T-Mobile Tuesdays products involving concepting, shooting and final layout edits on social and webpages.
- **Creative Collaboration and Web Design:** Reviewed creative briefs weekly, collaborating cross-divisionsally to take dynamic user experiences from concept to completion. *Worked on multiple projects simultaneously*, ranging from device modules to building new landing pages.

SOCIAL MEDIA MANAGER AND COMMUNITY MANAGER, T-Mobile

July 2015 - June 2018

Led social and design strategies for ongoing customer appreciation program T-Mobile Tuesdays, ad hoc design requests for executive leadership teams and owned editorial calendar management.

- **Creative Leadership and Production:** collaborated cross-divisionally on T-Mobile Tuesdays launch day, training 50+ new community managers and leading response strategy. Owned social content creation saving T-Mobile \$200K+ through in-house, weekly production. Concepted and designed custom videos for the highest performing organic Twitter campaign across three years, earning *600M impressions, 5K-13K replies per post and 40K acquired followers in one day*.
- **Community Management and Data Visualization:** Identified and implemented viral interactions between brand and influencers leading to new customer acquisitions. Developed CM Playbook.

CONTENT STRATEGIST | COMMUNITY MANAGER, Wunderman Thompson

June 2014 - July 2015

- Collaboratively managed Microsoft for Work and Microsoft Enterprise B2B social channels and blog. Worked directly with Global Enterprise Marketing Director to increase Twitter community by 32%.