

# Annie Green

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## 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.

## Software Skills

**Adobe Creative Cloud:** After Effects, Premiere Pro,  
Photoshop, Illustrator, Lightroom, InDesign,  
Experience Manager

**Social:** Twitter, Facebook, LinkedIn, Instagram,  
Youtube, Pinterest, Sprinklr, Lithium, Sprout, Opal

**Microsoft Office:** Word, Powerpoint, Excel

**Collaborative:** Workfront, Basecamp, Sharepoint

**Figma**

## References

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## Experience

### SOCIAL STRATEGY MANAGER, Tillamook

October 2021 - May 2022

Led social strategy, community management and creative vision. Managed internal social team and external creative agency, owned brand campaign development and defined how Tillamook content showed up both visually and through its tonality. Launched organic TikTok presence.

**Content Creation and Copywriting:** conceived and created end to end content creation with focus on video. Identified new features and platform updates to further scale reach, leading to multiple videos with *20k+ views organically*. Wrote owned creative copy for brand seasonal campaigns, evergreen, fan reshares and replies to consumers. Provided creative vision and real-time feedback during live shoots.

**Strategy and Social Listening:** delivered 2022 Social Strategy deck outlining goals, best practices, key strategies, analytics and opportunities in the social space. Routinely sourced and fostered 1:1 connections with customer and prospect fans on priority platforms TikTok, Instagram and Twitter. Sharp 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 developed seasonal brand campaigns centered on specific Tillamook products alongside Channel Leads. #NationalCheddarDay strategy generated an average *6.5% engagement rate* on Instagram through headline-worthy giveaway of 113 swag bags celebrating TCCA's 113 years of dairy production and amplification of cheesy merchandise.

### MOTION AND DIGITAL DESIGNER, DIGITAL CREATIVE STUDIO, T-Mobile

June 2018 - October 2021

Digital and motion designer for T-Mobile's website, app, email and brand social channels (Facebook, Twitter, Instagram). Utilized for strategically advising new designers on how to marry over 150 partners to the T-Mobile Tuesdays style guide and produce bold approaches to social and web user experiences.

**Motion Design and Video:** Consistently recognized by leadership for monitoring and folding illustrative and mixed media design trends into engaging social, app and web content. *Valued as 1 of 3 motion designers out of 15 designers* on our team. Trusted as a lead videographer during shoots.

**Creative Collaboration and Web Design:** Reviewed creative briefs weekly, collaborating with Copywriters, Creative Leads, Marketing Managers and designers to successfully take dynamic user experiences from concept to completion. *Worked on multiple projects simultaneously*, ranging from device lock-ups to building new landing pages for T-Mobile initiatives and partnerships (Live Nation).

**Product Photography and Videography:** *Trusted as lead product photographer and editor* for T-Mobile Tuesdays products involving conceiving, shooting, post-production edits (After Effects, Premiere, Photoshop) and final layout edits on social and webpages.

### DESIGN LEAD AND SOCIAL MEDIA MANAGER, T-Mobile

July 2015 - June 2018

Social Media Manager and real-time content creator for T-Mobile B2C and B2B social channels. Led design strategy for ongoing customer appreciation program T-Mobile Tuesdays, produced ad hoc design requests for brand and executive teams, provided weekly analytic reports and owned editorial calendar and final publishing across brand channels.

**Creative leadership and production** collaborated with cross divisional departments on T-Mobile Tuesdays launch day, training 50+ new, global community managers and monitored their response times. Owned social content creation from September 2016, *saving T-Mobile \$200K+ through in-house, weekly production*.

Concepted and designed 14 custom videos for one of the highest performing organic Twitter campaigns, *earning 600M earned impressions, 5K-13K replies per post and 40K acquired followers in one day*.

**Community Management and Data Visualization** developed core Community Management Playbook outlining responsibilities, publishing, and campaign approval process. Owned the design of social listening dashboards for C-Suite, executive teams, and surrounding campus. Identified and implemented opportunities to respond to top tier influencers with custom graphics.

### CONTENT STRATEGIST AND ENTERPRISE CM, Wunderman Thompson

June 2014 - July 2015

Daily monitoring and community management of Microsoft for Work and Microsoft Enterprise B2B social channels in agency environment. Curated trending content, pitched insight-driven recommendations to meet client KPIs and applied analytic learnings to drive demand generation.