

ANNALIS CLINT

DYNAMIC, RESOURCEFUL PARTNERSHIPS SPECIALIST AND DIGITAL MARKETING MAVEN

calend.ly/aclint

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Creative, smart, tech-savvy professional with 15+ years experience in relationship management, partnership outreach, influencer marketing, and community building. Clients include Google, Disney Animation Studios, Nike Women's Marathon, Live Nation, and other entrepreneurs, tech start-ups & media companies. Drafts client proposals and creative briefs, implements online ad campaigns, tracks campaign effectiveness via data analytics. Brainstorms innovative online solutions and researches new marketing opportunities. Works closely with clients on digital marketing plans that include implementing Wordpress, social media page setup, & management, email marketing and blog promotion incentives. Consultant on search engine optimization, contacts target bloggers, regularly updates social network statuses, implements direct mailing campaigns, mediates focus groups, creates press releases and kits, coordinates online events to generate buzz and expand audience. Skilled in event planning and fundraising. Experienced writer and film producer specializing in digital media production, story development, content creation, obtaining permits, coordinating crews, casting, talent management, and contract negotiation.

RELEVANT EXPERIENCE

- airSlate – Remote, San Francisco, CA** 2022 – 2024
- Achieved 55% increase in B2B customer engagement, 68% increase in content link clicks, and 4,000+ audience growth YoY
 - Slashed costs by 75%+ by consolidating the company brand product suite, dramatically increasing team efficiency and customer experience
 - Increased video views 570% YoY with launch of successful brand campaigns including *Freedom from Paper* (11,200 views)
 - Crafted compelling articles and impactful bylines including *7 Tools to Help You Navigate A Brave New Hybrid World* picked up by HR.com
- Handshake – Remote, Contract, San Francisco, CA** 2021
- Developed launch strategy for free reports and Series E announcement, generating 7,000+ clicks and 600+ new followers in one day
 - Partnered with DEIB teams to produce inclusive content on early-career mental health, aligning brand voice with user values
- Eventbrite – Remote, Contract, San Francisco, CA** 2019 – 2020
- Facilitated “Creator Crush” initiative to discover, recruit, and spotlight event creator accomplishments and ignite community engagement
 - Leveraged digital content to amplify partnerships with publications including Eater, Fader, Refinery 29, and more
- Google via Adecco – Mountain View, CA** 2018 – 2019
- Researched and developed relationships with key influencers to host contests, giveaways, oversee sponsorship efforts, and seed product with A-List celebrities, Local Guides community, and 90+ influencers resulting in 391 posts, 118,315 engagements, over 3 million in potential reach, 2.1 million impressions, \$106,000 accrued EMV, a 4% engagement rate, and 133% follower growth
 - Crafted go-to-market strategy and launch for Jacquard 1.5 app release, including website updates, email marketing, & social
- O'Reilly Media – Community Manager, promoted to Sr. Social Media Manager, Remote, Sebastopol, CA** 2013 – 2017
- Generated over \$28K revenue for Solid Conference by managing 55+ meetups with pass raffle, catering, and book giveaway sponsorship
 - Drove over 11,000 Unique Views to website via Meetup.com outreach and social content campaigns on Twitter and Facebook
 - Spear-headed #IoTChat Live Twitter event with 400+ attendees resulting in reach of 4.2 million, over 89 million impacts, and multiple press write-ups, and organic hashtag trending on Twitter (\$200K value)
- LightHouse for the Blind Non-Profit – San Francisco, CA** 2013
- Managed websites, email marketing tactics, social media efforts, blog content, SEO and all related online promotions
 - Conceptualize, film and promote viral call-to-action videos for YouTube and Vimeo
 - Designed visual branding and promotional materials (logos, press packets, annual reports, appeal letters) in Adobe Creative Suite
- Walt Disney Animation Studios, Los Angeles, CA** 2012
- Liaised between production, technical and creative teams to gather and distribute artwork, marketing assets, and tool kits for films including *Frozen*, *Wreck-It Ralph*, *Big Hero 6*, *Zootopia*, and *Paperman*. Compiled annual awards show submissions under strict deadlines
- Disney Consumer Products – D23 Expo Consumer Product Expo, Los Angeles, CA** 2011
- Brainstormed creative Facebook promotions, Twitter contests and QR tag scavenger hunts for D23 social media campaign
 - Acted as YouTube segment Producer, created production binders, call schedule, shot list & script. Hired and directed B-Roll film crew

COMPUTER & SOFTWARE SKILLS

Relationship management (HubSpot, Salesforce, Kiflo), email automation (MailChimp, Kit, etc). Google Analytics, UTM tracking, A/B testing, Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere, Final Cut), Canva, Keynote, PowerPoint, paid ad management, social media (Buffer, Hootsuite, etc.) SEO, HTML, CSS, WordPress, Google Workspace, Airtable, Trello, Asana, Slack, Zoom, Mac & PC Literate

EDUCATION

B.S. Marketing Communications, PR & Advertising - Emerson College, Boston, Massachusetts

**Graduated Cum Laude, Spent last semester abroad in Italy at The American International University*

Digital Media & Film Production - UCSC - University of California, Santa Cruz, CA

“CREATIVE, SMART, HIGH-ENERGY, RESPECTFUL, AND WITTY, ANNALIS WILL ADD A GREAT DEAL TO ANY COMPANY WISE ENOUGH TO HIRE HER,”
– CRAIG GRANT, CREATIVE DIRECTOR, GRANT & ASSOCIATES