

ANNA KLEMENT

journalism & creative media

CONTACT

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VOLUNTEER

- 2018 Web Content Writer**
WVUA 23- Tuscaloosa, AL
- Transcribed broadcast scripts into online web content for news station WVUA 23's website.
- 2017-2018 Campus Correspondent**
ESPN-U
- Create & edit content for the ESPN-U network with 1,504,000+ viewers.
- Responsible for pitching, editing, producing and reporting news features for UA's sports teams.
- 2015-2018 Campus Trendsetter, Writer**
Her Campus Media
- Selected to the Campus Trendsetters program after serving on writing staff for 2 years. Serve as the go-to, first point of access for my college's connection to HC Media.
- Participate in surveys and sampling products for review. I provide feedback to supervisors for up-to-date, relevant content to UA audience.
- 2017 Graphic Designer, Interior Design Assistant**
Lampadas- Tuscaloosa, AL
- Assisted on residential projects by site visits and project installs. Knowledge of custom products (upholstery, case goods, window treatments. Researched products, check and placed orders
- Responsible for all graphic design, website, sales promotions and social media posts

EDUCATION

- 2019 The University of Alabama**
B.A. Communications, Minor in Sociology
Pi Beta Phi Scholars Award (3.0+ GPA)
Dean's List (2018)
- 2015 Parsons the New School**
Teen Vogue Fashion Essentials Course

PROFESSIONAL EXPERIENCE

- 2015-2019 Food & Health Editor, Beauty Writer**
Alice Magazine
- Alice is a two-time National Pacemaker Award winner. I began as a beauty writer in the first published issue.
- I have since taken an editorial staff position managing a team of 10+ writers. In addition, I appear as a model, assist on photoshoots and produce social media content
- 2018 Social Media Coordinator, Intern**
Live Well 30A- Santa Rosa Beach, FL
- Hired to be a temporary, full-time social media manager for the brand and launch the company's first ever brand ambassador program. I grew the Instagram following over 400% (bringing the followers from appx. 1,200 followers to over 10K and growing.)
- Created and edited raw content, presented a giveaway rewarding a free week-stay in a beachfront home to one winner.
- Introduced and recruited brand ambassadors to send free products to influencers in exchange for promotional posts. In addition, I also assisted in building on to the existing LW website by creating individual online web shops unique to over 20 partner's websites.
- 2016-2018 Event Coordinator, Small Group Leader**
CHAARG
- Served as event coordinator for the Alabama Chapter of CHAARG, LLC. I was responsible for planning 2+ events on a weekly basis for 12 months with local fitness studios and independent wellness experts for around appx. 250 college women. Founding member.
- 2016 Public Relations Intern**
KC Projects- Birmingham, AL
- Helped manage various tasks including: creating social media content and graphics for various clients, scheduling and publishing social media posts on multiple platforms, analyzing growth and track coverage of accounts, creating targeted media databases using Cision,
- Organized outreach and scheduling of fundraising events, collaborated with team members to produce effective public relations campaigns
- Drafted, edited and distributed press releases,
- Pitched story content to various media outlets, maintained and monitored media outreach and coverage for various accounts, produced Q&A's for clients for television specials