

# annie gieser

[anniegieser.com](http://anniegieser.com) · [anniemgieser@gmail.com](mailto:anniemgieser@gmail.com) · (720) 318-2204

## experience

### 10up

May 2022 - Present

*Content Marketer & Writer* · Remote

- Produce written content daily for 10up's blog, portfolio, social media accounts, email newsletters, and print collateral (white papers, brochures, booklets)
- Strategize 10up's marketing efforts to improve reach, interactions, and standing as a premium digital agency
- Design decks, print collateral, and graphics for all published content
- Create and execute in-depth marketing campaigns
- Organize and implement new workflows for the marketing team to be more efficient in creating and publishing content

### Boulder County Kids Magazine

September 2020 - Present

*Co-Owner* · Remote

- Co-purchased the 30-year-old magazine, *Boulder County Kids*, and run the entire publication alongside my business partner
- Write & edit copy for each print issue and all website content
- Manage long-held clients while also working to bring in new clients
- Design & produce the entire print layout for each quarterly issue
- Designed & manage the brand-new website, creating digital ad spaces for the first time in the publication's history
- Create content for and manage all social media accounts

### Independent Contractor

September 2020 - June 2024

*Writing, Editing, & Digital Marketing* · Remote

- Collaborated with numerous clients and companies assisting with writing, editing, and digital marketing work
  - Wrote 21+ articles for *Marin Living Magazine*, proudly owning the monthly "Game Changers" column
  - Managed all social media content (Instagram, Facebook, LinkedIn, X, TikTok) for *Skoy Enterprises* by executing influencer collaborations, launching paid ad campaigns, designing content, and writing copy
  - Managed all social media content (Instagram, Facebook, LinkedIn) for *KCS Family of Companies* (parent company to *Merack Publishing & CLUTCH Branding*)
- Edited a variety of written projects including articles, scripts, and short books
- Learned to work quickly with tight turnarounds and hard deadlines while being the manager of my own time

### Condé Nast

November 2019 - August 2020

*Advertising Sales Associate* · San Francisco

- Assisted two Executive Account Directors with marketing presentations, issue mailings, research, and general administration support
- Worked closely with all *Condé Nast* publications including *The New Yorker*, *WIRED*, *GQ*, *Vanity Fair*, and *Traveler* to name a few
- Completed request for proposals by compiling research and data, providing rates, and offering added value for clients
- Analyzed competitive marketplace and generated share of market reports to assist in prospecting new business opportunities

## education

### San Francisco State University

Bachelor of Arts in

*Print & Online Journalism*

- Proudly served as Editor-in-Chief of the student-run publication, *Xpress Magazine*

Minor in

*Cultural Anthropology*

## skills

### Technical

- Writing and editing in Chicago & AP Style
- Journalistic interviewing & reporting
- Adobe Suite (InDesign, Illustrator, Photoshop, Premiere Pro, & Acrobat)
- Website design and maintenance on Wordpress & Wix
- Intermediate graphic design skills (Figma and Canva)
- Digital marketing analytics & paid ad campaign strategy
- B2C, B2B, & influencer marketing

### Personal

- Constant creator who is always looking for a project to dive into
- Meticulously organized with strong time management skills
- Grammar nit-picker
- Love for yoga, hiking, reading, travel, and cooking