

annie gieser

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experience

Fueled+10up

May 2022 - Present

Content Strategist · October 2024 - Present

- Strategize Fueled+10up's marketing efforts to improve reach, interactions, and standing as a premium digital agency
- Create and execute in-depth marketing campaigns
- Organize and implement new workflows for the marketing team to optimize efficiency in creating and publishing content
- Utilize analytics to improve Fueled+10up's marketing goals and drive conversions

Content Writer · May 2022 - October 2024

- Craft written content daily for the Fueled and 10up blogs, portfolio, social media accounts, email newsletters, and print collateral (white papers, brochures, booklets) — often translating technical concepts into engaging, user-friendly language
- Design decks, print collateral, and graphics for all published content

Boulder County Kids Magazine

September 2020 - Present

Co-Owner

- 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

Freelance Writer & Marketer

September 2020 - March 2025

- Collaborated with numerous clients and companies assisting with writing, editing, and digital marketing work, including:
 - 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)

Condé Nast

November 2019 - August 2020

Advertising Sales Associate

- 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

- SEO copywriting, strategy, and development
- AI tools (Chat GPT, Midjourney, Scalenut, Descript, Sora, and Surfer SEO)
- Advanced marketing design skills (Figma and Canva)
- Publishing and managing content (Wix, WordPress, and Webflow)
- Writing and editing in Chicago and AP Style
- Journalistic interviewing and reporting
- Adobe Suite (InDesign, Illustrator, Photoshop, Premiere Pro, and Acrobat)
- Digital marketing analytics and paid ad campaign strategy
- B2C, B2B, and influencer marketing

Personal

- Constant creator who is always looking for a project to dive into
- Meticulously organized and data-driven
- Storyteller who loves to connect the dots, engage audiences, and drive growth