

Hi, My name is Anna Caldwell.

I create beautiful content.

PERSONAL PROFILE

Anna is a multidisciplinary artist, performer, writer, and digital marketer. She has two degrees in music and 15 years of experience working in a wide variety of industries.

WORK-RELATED SKILLS

- Web Design + Web Development
- Social Media + Email Marketing
- Copywriting + Editing
- Keyword Research + SEO
- Content Strategy + Data Analysis
- Project Management + Client Relations

SOFTWARE

- Adobe Suite
- Google Analytics
- SEMrush, Moz + Buzzsumo
- Zoho, Asana + Monday.com
- Coschedule, Hootsuite + Loomly
- Canva + Lumen5

LET'S GET IN TOUCH

Number: 440-465-9427
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Portfolio: www.caldwellmediaarts.com
Instagram: [@caldwellmediaarts](https://www.instagram.com/caldwellmediaarts)
LinkedIn: [@annakathryncaldwell](https://www.linkedin.com/company/annakathryncaldwell)

PERSONAL INTERESTS

Travelling
Public Speaking
Speaking and Studying Italian
Argentine Tango
Singing Opera & Musical Theater
Making Pasta
Reading Biographies
Playing with my Dog

EXPERIENCE

Copywriter

Beyond Finance - May 2020 to Present

- SEO, Keyword Research, and Strategy
- Content Strategy, Writing, and Editing
- Topics Covered: Debt Relief, Financial Planning, Employment, Saving, Budgeting, Investing etc.

Content Manager

The Loop Marketing - Feb 2019 to Feb 2020

- SEO, Keyword Research, and Strategy
- Content Strategy, Writing, and Editing
- Social Media Management
- Email Marketing
- Creative Direction for Website Design, Graphics, and Video

Freelance Marketing Manager & Designer

Janus Concert Series - Jan 2018 to Present

The Peppermint Patties - Aug 2018 to Present

Sycamore Woodcrafts - Dec 2019 to Present

- Website Design and Social Media Management
- Copywriting and Graphic Design
- Press Releases and Event Planning

General Manger

Backlot Coffee - Aug 2017 to Jan 2019

- Ordering, Inventory Management, and Reporting
- Scheduling and Staff training (8-10 employees)
- Food and Safety Compliance
- Menu Development and Marketing

Marketing Research and Design

Mauge - Sept 2012 - Sept 2013

- Research on market activity, competitors, and demographics
Marketing decks for client dossier

EDUCATION

DePaul University

Master of Music in Vocal Performance

Baldwin-Wallace University

Bachelor of Music in Vocal Performance

