

ANNA MROCKOWSKI

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COMMUNICATIONS & MARKETING SPECIALIST

Dedicated communications and marketing specialist with excellent digital analytics, research, writing, and strategic communication skills. Internal and external communications experience gained working with Communication Nova Scotia, Dash Hudson, Bulletproof, and Canadore College.

QUALIFICATIONS

Competencies

- Research and analytics
- Problem-solving
- Integrated marketing
- Collaborative work on teams
- Adaptability and flexibility
- Ethical decision-making
- Brand management

- Processing vast amounts of information
- Relationship-building
- Communication (theories and tactics)
- Working in fast-paced environments with tight deadlines

Essential Skills

- Solid writing (internal and external)
- Communicating corporate strategy, including crisis management
- Social media (strategy and content management)
- Strong computer skills (Microsoft Excel, PPT, Word, and Google Suite)
- Interpersonal communication

PROFESSIONAL EXPERIENCES

COMMUNICATIONS OFFICER

Sept 2019 - Dec 2019

Communications Nova Scotia

- Created awareness through communication plans, news releases, speeches and communication packages, for example, the Boston Tree communications collateral
- Effectively managed, planned and executed assigned work and projects through media
- Developed and executed a digital media strategy and calendar for the Department of Labour and Advanced Education
- Curated social media posts for the department's announcements

Jan 2019 - August 2019

MARKETING AND PUBLIC RELATIONS INTERN

Dash Hudson

- Used Dash Hudson's social media analytics platform on a daily basis to perform and report social media data on various industry benchmarks
- Support the launch of a new PR project which involves creating pitches, emails, and pulling data for reporters at over 100 publications, with six pitches picked up over a three-month period
- Work alongside Lead Nurturing Specialist, managing the vetting process of inbound leads from events and resource downloads
- Assist with event support including copy editing, promotional brand content, venue and event research

May 2018 - Sep 2018

MARKETING AND COMMUNICATIONS INTERN

Bulletproof

- Created an internal SharePoint website for the sales and marketing departments to collaborate, developed a tutorial video, image content, contact information, and resource documents
- Grew social media followers by 85% within a month and 278% within four months
- Created a campaign for October's Cybersecurity Awareness Month that was executed post-co-op work term

May 2017 - Sept 2017

SUMMER SALES REPRESENTATIVE

Molson Coors

- Identified sales tactics for over 25 government-licensed stores, managed schedule and check-in's with managers
- Communicated with clients in-person to promote new products
- Managed promotional events, such as Voyager Days which attracted up to 5,000 people

INTERNAL RELATIONS INTERN

Feb 2017 - May 2017

North Bay Regional Health Centre

- Managed and monitored Facebook, Twitter and YouTube accounts
- Assisted in organizing and executing various fundraising events including the annual walk and run which raised \$121,000 and attracted 700 participants
- Utilized Adobe InDesign to create promotional materials including posters and brochures

ATHLETICS SOCIAL MEDIA COORDINATOR

Sept 2016 - March 2017

Canadore College

- Managed the Twitter and Facebook pages, promoting two-way communication with various audiences by writing engaging content and sharing images and videos
- Increased social media followers by 75%
- Produced press releases and distributed to local media sources

MARKETING SUMMER STUDENT AMBASSADOR

May 2016 - Sept 2016

Canadore College

- Created awareness and positive impression of Canadore College's brand and programs
- Recruited and encouraged prospective students to attend Canadore College
- Provided quality customer service with students, parents, and community members through tours, email and phone calls.

VOLUNTEER/PROJECTS

NLL Halifax Thunderbirds

Public Relations

- Monitor and manage press box
- Manage post-game media scrums

Nipissing Lakers Men's Varsity Volleyball

- Assisted the team manager in creating promotional plan to attract more attendees
- Edited and created social media posts for the team's Instagram account
- Examined game film with team members and communicated the best game plan

Union of Indians: Lands and Resource Event

Social Media Coordinator

- Managed the Twitter page in real-time during the Lands and Resources Forum
- Met with the team members to understand important topics to promote such as game times against rival teams and top-scoring athletes

OHL North Bay Battalion

- Shadow, and help media coordinator.

EDUCATION

Mount Saint Vincent University

Sept 2017 - April 2020

Bachelor's of Public Relations

- Communication Technology Minor
- Marketing Minor
- Member of the Women's Varsity Volleyball Team (2017-2018)
- Dean's List 2018 & 2019

Canadore College, North Bay, ON

Sept 2015 - April 2017

Public Relations (Ontario College Diploma)

- Academic Achievement Award for the School of Business
- Program Award for Public Relations
- Student Representative: Canadore College Program Advisory Committee (School of Business)

References upon Request