**ANANDA YORK**

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**Social Media Strategy | Influencer Relations | Digital Communications | Email Marketing | CRM**

**[Professional Experience]**

**Zomee - Fort Lauderdale, Florida**

*Social Media Manager | November 2023 - Present*

* Spearhead social media strategy across Instagram, TikTok, and Facebook, driving a 100%+ increase in Instagram reach within the first 3 months and engaging with over 25K+ followers.
* Collaborate closely with the Marketing Director to define and amplify the company’s voice while leading our influencer marketing program.
* Lead and manage a team of social coordinators, ensuring flawless execution of social strategy and seamless alignment with overall marketing goals.
* Strategically plan, coordinate, and execute high-impact marketing events with 100+ attendees to elevate brand presence.

**Perry Ellis International - Miami, Florida**

*Email Marketing & CRM Specialist | July 2023 - October 2023*

* Led the coordination and scheduling of email and SMS campaigns across six global brands for a $3 billion business.
* Collaborated with e-commerce site managers to implement advanced email segmentation, personalization, and optimization strategies, enhancing customer engagement.
* Analyzed performance data to provide actionable insights, driving improvements in email campaigns and increasing open and click-through rates.

**Her Campus - Tallahassee, FL**

Editorial & Social Media Assistant | August 2019 - May 2023

* Led a team of five writers and managed weekly content creation, ensuring alignment with Her Campus' brand.
* Spearheaded social media content on TikTok and Instagram, driving engagement and expanding Her Campus' visibility.

**Converse (Nike Inc) - Boston, MA**

*Global Communications Intern | June 2022 - August 2022*

* Developed and presented a comprehensive marketing strategy to the entire Converse office, supporting strategic initiatives for the $2 billion annual revenue company.
* Led the planning and execution of the Converse Awards, the largest employee event of the year, including scripting and storytelling.
  + Managed social media coverage and edited the award show script, amplifying the event’s reach and enhancing brand engagement.

**NeoReach - San Francisco, California**

*Editorial Staff | March 2021- June 2022*

* Assisted in editing and proofreading articles, blog posts, and other content, ensuring accuracy, clarity, and adherence to brand guidelines.
* Conducted research and contributed to the development of content ideas, supporting the editorial team in producing high-quality materials*.*

**Mirra Skincare - Santa Monica, California**

*Staff Writer | March 2021 - June 2022*

* Collaborated with the content team to develop and write compelling articles and blog posts, focusing on skincare tips, product reviews, and brand storytelling.
* Created engaging and informative content for Mirra Skincare's social media platforms, driving increased audience interaction and brand awareness.

**Red Hills Motion Picture Releasing Company, LLC - Tallahassee, FL**

*Social Media Marketing Intern | May 2021 - July 2021*

* Collaborated with teams to generate innovative marketing ideas for films, focusing on social media strategies and targeted campaigns to boost viewership on VOD platforms.
* Crafted and published persuasive reviews and engaging content for independent films on social media, enhancing audience engagement and building a community of film enthusiasts.

**[EDUCATION]**

**Florida State University, Tallahassee, FL**

*Bachelor of Science | Mass Media Communications & Retail Entrepreneurship*