

Anna Luczynski

✉ annaeluczynski@gmail.com 🌐 annaluczynski.com 📷 [annaluczynski22](https://www.instagram.com/annaluczynski22) she/her

Social Media Specialist

Grain of Salt Mag

- Joined the company as a Social Media Resident, and was promoted to Specialist after three months.
- Developed an audience breakdown by tracking weekly analytics and trends in engagement to identify successful content and subject matters.
- Leveraged musical background and interactive audience tools to curate themed, collaborative playlists with high reshare rates to strengthen community and overall content consumption.
- Expanded brand awareness by creating graphics, researching pop culture memes, and writing copy to create a strong overall brand.

Artistic Developer & Brand Manager – ongoing

Shop Anna Lu

- Created Instagram account to promote personal art shop by advertising products to both connect and grow my audience.
- Maintains on-going media calendar, flexible to pop-up sales and new content, consisting of process videos, purchase images, “Stories,” Tiktoks and “Reels.”

Marketing and Social Media Manager

2021 Festival of New Works

- Elected to be Marketing and Social Media Manager by leadership team of five other individuals.
- Created social media process that included cross-team collaboration, organizing a media calendar, and designing graphics that utilized engagement features and analytics.
- Personally responsible for the execution of social media postings, call to action prompts, and overall management.
- Collaborated with other personal and professional media accounts to boost audience through story shares and feed posts.
- Consulted with design personnel to maintain brand consistency.

Marketing and Social Media Manager, It’s Not About You

2019 Festival of New Works

- Elected as head promoter by a company of eight.
- Promoted show on new social media accounts simultaneous to writing, directing, and performing as part of a collaborative devising team.
- Gathered behind-the-scenes content, organized professional photoshoot, and frequently updated “stories.”
- Designed and sold fundraising memorabilia, T-shirts, and stickers totaling \$500+.

Relevant Experience

- Designed layout, manages content, and maintains personal website.
- Seasoned in reaching multiple audiences through Instagram Takeovers such as show promotion and “day in the life.”
- Elementary School teacher for the 2022-2023 school year.
- Merchandise Designer for personal and professional goods.
- Theatre Director in charge of cast and crew leadership and collaboration.

Education & Training

Oklahoma City University

Marketing

Non-Profit Advocacy

Directing & Leadership

Bachelor of Arts, Theatre & Performance

Minors – Directing, Costume Design

Allie Hansen

Randy Mascon, Daniel Billingsley

Hal Kohlman, Jerome Stevenson

Special Skills

Digital & Graphic Design

Multi-Medium Artist

Fundamental Website Design

Quick to Learn New Skills

Reformatting & Repurposing Content

Organization & Planning

Platforms

Instagram

TikTok

YouTube

Twitter

Facebook

LinkTree

Wix Website Studio

Microsoft Suite