

# Anna Blake

Rochester, NY | [LinkedIn](#) | [Portfolio](#)

## Experience

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### **Web Design and Marketing Consultant** - Remote September 2024 - Present

- Host client meetings to discuss website goals, needs, including social media presence and strategy.
- Design and build the site using WordPress.
- Communicate and execute updates, content requests, and changes between the clients and associates.

### **HubSpot Academy** - Remote Valid 08/02/24 - 09/01/25

- Certificate in Digital Marketing.
- Digital Marketing fundamentals, SEO, improving website quality, social media strategy, video strategy.

### **Lively Video Intern** - Fredericksburg, VA January 2024 - May 2024

- Pitched and produced a 5 episode series on YouTube highlighting student life at the University of Mary Washington.
- Communicated weekly updates and applied feedback to ensure the series aligned with the clients goals.
- Organized pre-production, filmed, edited, and revised the series independently.
- Delivered the series on YouTube on time under a strict 14-week deadline.

### **Digital Knowledge Center (DKC)** - Fredericksburg, VA January 2021 - May 2024

#### *Lab Manager*

August 2023 - May 2024

- Oversaw, inspected, and updated the condition of computers, 3D printers, and lab equipment.
- Created training manuals for lab equipment that were used by consultants training student patrons.
- Managed lab inventory and recommended equipment upgrades.

#### *Consultant*

January 2021 - May 2024

- Peer consulted with students to support them on various digital projects.
- Aided in troubleshooting and teaching programs such as Adobe Photoshop, Premiere Pro, WordPress, Canva, and 3D modeling software.
- Led presentations promoting our services to classes across all majors.
- Produced instructional videos on how to use all the audio/visual equipment available for students to rent.

### **Are We Live? Season France Crew Member** - Paris, France July 2023

- Collaborated on a 10-person crew, divided tasks, and used Trello and OneDrive to assign, update, and complete tasks.
- Pitched sketches and skits, storyboarded, wrote scripts, and organized filming times and locations for pre-recorded content.
- Worked as the gaffer, technical operator (broadcast operator), and producer for the live shows.
- Edited video and created graphics using Adobe Premiere Pro.

### **Student in Media Production Course** - Fredericksburg, VA Spring 2023

- A class focused on creating social media content for UMW's Multicultural Fair. Worked on a 3-person team to create a social media campaign and an interview-style video about the fair.
- Conducted a SWOT analysis of the Fair to select a specific aspect of the Fair to showcase.
- Created a brand identity, visuals, and messages using Photoshop and Adobe Premiere Pro.

## Education

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### **University of Mary Washington (UMW)** - Fredericksburg, VA Graduated May 2024

Bachelor of Arts in Communication and Digital Studies

GPA 4.0

#### Honors & Awards:

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|--|------------------------------------|
| - President's List   | Semesters: Fall 2020 - Spring 2024 |
| - Phi Beta Kappa & Lambda Pi Eta                               | Inducted May 2024                  |
| - Departmental Honors in Communication and Digital Studies     | May 2024                           |
| - Outstanding Major in Communication and Digital Studies Award | May 2024                           |
| - Colgate W. Darden Jr. Award for Academic Achievement         | May 2024                           |

## Additional Skills and Proficiencies

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- Adobe Creative Cloud (Premiere Pro, Photoshop, Illustrator, After Effects, Animate)
- Web Design and Basic Coding (Wordpress, HTML/CSS, Java, Javascript)
- Project Management Tools (Asana, Trello, Microsoft 365, Google Workspace)