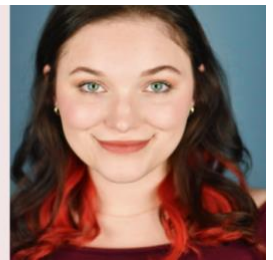




Anna Luczynski



✉ annaelisabethL22@gmail.com

🌐 annaluczynski.com

she/her

📷 annaluczynski22

Marketing

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+.

Self-Promotion

- Raised 2021 Festival of New Works brand awareness while promoting its six shows, and my own.
- Designed layout, manages content, and maintains personal website.
- Seasoned reaching multiple audiences through Instagram Takeovers such as show promotion and “day in the life.”
- Highly competent with upkeeping personal social media accounts.

Relevant Experience

Event Planning

- 2019 Spring & Fall Bid Day for Alpha Chi Omega’s Gamma Tau Chapter
- Senior Special Events Staff at Springfield Golf and Country Club
- New Student Recruiter for the BA Theatre & Performance Degree for Oklahoma City University
- Holiday Gala Advancement Staff at the Annual Holiday Donor Gala for Oklahoma City University

Theatre Directing

- *Together* – Creator, Director, and Co-Editor for the 2021 Festival of New Works
- *Black Girl, Interrupted* – Assistant Director under Jerome Stevenson for Oklahoma City University
- *Alice* – Director & Devisor, inspired by Lewis Carroll’s original *Alice in Wonderland* novel.

Education & Training

Oklahoma City University

Marketing

Directing

Non-Profit Arts Advocacy

Stage Management

Bachelor of Arts, Theatre & Performance

Minors – Directing, Costume Design

Allie Hansen

Hal Kohlman, Jerome Stevenson

Randy Mascon, Daniel Billingsley

Jeffery Cochran

Special Skills

Digital Media Design

Intermediate Procreate Design

Fundamental Website Design

Multi-Medium Artist

Organization & Planning

Small Business Owner

Platforms

Instagram

TikTok

YouTube

Twitter

Facebook

LinkTree

Wix Website Studio

Microsoft Suite