



# Anna Luczynski



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she/her

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## Social Media Resident – current role

grain of salt magazine

- Developing an audience breakdown by tracking weekly analytics and trends in engagement to identify successful content and subject matters.
- Leverages musical background and interactive audience tools to curate themed, collaborative playlists with high reshare rates to strengthen community and overall content consumption experience.
- Expanding brand awareness by creating graphics, researching pop culture memes, and writing copy to create a strong overall brand.

## Artistic Developer & Brand Manager – current role

ShopAnnaLu

- Created Instagram account to promote personal art shop by advertising products to both connect and grow audience.
- Maintains on-going media calendar, flexible to pop-up sales and new content, consisting of process videos, purchase images, stories, 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 reaching multiple audiences through Instagram Takeovers such as show promotion and “day in the life.”
- 2019 Spring & Fall Bid Day for Alpha Chi Omega’s Gamma Tau Chapter.
- 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 Director in charge of cast and crew leadership and collaboration.

## Education & Training

Oklahoma City University

Marketing

Directing & Leadership

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 & Graphic Design

Balancing Multiple Brands at Once

Fundamental Website Design

Multi-Medium Artist

Organization & Planning

Reformatting & Repurposing Content

## Platforms

Instagram

TikTok

YouTube

Twitter

Facebook

LinkTree

Wix Website Studio

Microsoft Suite