



ANNIE N. BELGRADE

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EXPERIENCE

10/2019 – Present **Ferrara Candy Company** | \$1B global confections company | Chicago, IL

Integrated Content Marketing Manager (4/2021 – Present)

Digital Marketing Associate (10/2019 – 4/2021)

- Manages agency partners and internal cross-functional teams across paid, owned and earned content to execute seamlessly integrated and award-winning marketing campaigns driving consumer engagement and awareness, including launching Funables fruit snacks into market resulting in 345M+ impressions, increasing brand awareness to 43.6%, and increasing sales by 68.1% YOY.
- Leads brand and omnichannel content and social strategy development rooted in consumer-led insights supporting campaigns, product launches, and always-on presences
- Manages team of 2 associates responsible for content creation, community management, and monthly social content across 10+ brands totaling 30+ profiles and 8M+ followers
- Built Ferrara's internal approach to influencer strategy shifting to an always-on approach and building long-term partnerships and programs, while streamlining cross-functional ways of working
- Oversees influencer fan program that in 2021 resulted in 330M+ organic social impressions (estimated value of \$3M) in addition to managing full influencer campaign logistics
- Launched Ferrara's planned and reactive agile integrated marketing approach tapping into emerging trends and data to deeply embed brands into culture and grow consumer loyalty
- Owns \$1M+ social budget management across external agency partners and internal needs

3/2018 – 9/2019 **Ketchum** | Award-winning global communications agency | Chicago, IL

Associate Digital Strategist (8/2019 – 9/2019)

Account Coordinator, Digital and Influencer (8/2018 – 8/2019)

Digital Account Management Intern (3/2018 – 8/2018)

- Created and implemented digital and influencer strategy for Kimberly-Clark and Hyundai focusing on annual partnerships driving reach and brand awareness
- Lead end-to-end influencer campaigns from research, negotiations, contracting, briefings, implementation and reporting across multiple teams
- Developed social media channel strategy, creative, and copy for American Egg Board and General Mills Gardetto's driving a 5% channel growth

6/2017 – 2/2018 **United Airlines** | \$40B Fortune 100 international airline | Chicago, IL

Social Media and Content Marketing Intern

- Launched United's Pinterest account, designed all branded content, and led content strategy for an average of 3.7M+ monthly viewers, resulting in Pinterest being the leading social traffic driver to United's blog, United Hub
- Spearheaded United's first-ever influencer partnerships supporting in-person events, new flight launches, and more.
- Designed, curated, and assisted in content development and strategy for United brand Instagram, Facebook and Twitter social content with a total reach of 2M+ followers
- Assisted in managing content, developing content strategy and writing for United Hub

6/2013 – Present **Self-Employed** | Chicago, IL

Freelance Branding, Graphic Design, and Social Media Consultant

- Develops and designs media kits, logos and advertisements for 5+ bloggers
- Consults on website design, branding and social media strategy for 5+ clients

AWARDS

2021 Publicity Club of Chicago 30 Under 30

Recognized for excellence and as an emerging leader in the communications industry

EDUCATION

Boston College, Chesnut Hill, MA
B.A. Communications, *Cum Laude*