



# ANNIE N. BELGRADE

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## EXPERIENCE

10/2019 – Present **Ferrara**, \$1B confections and cookies company, Chicago, IL

*Content Marketing Manager (4/2021 – Present)*

*Digital Marketing Associate (10/2019 – 3/2021)*

- Develop cross-channel strategy for launching eight brands on social media across Instagram, Twitter, Pinterest, and TikTok resulting in above-average platform engagement rates
- Execute digital integrated campaigns across four business units, driving consumer engagement on owned, earned, and paid verticals, including Girl Scout's Virtual Cookie Booth campaign, driving a 57% day over day increase in sales
- Oversee influencer fan program that in 2020 resulted in an organic 135M+ social impressions (estimated value of \$1.4M) in addition to managing full influencer campaign logistics
- Manage agency partners and cross-functional teams in creative, influencer, and paid media to create seamlessly integrated campaigns
- Launch 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
- Own community management and monthly content calendars based on quarterly reporting across seven candy and cookie brands totaling 15+ profiles and 7.7M+ followers

3/2018 – 9/2019 **Ketchum**, award-winning global communications consulting 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
- Lead end-to-end influencer campaigns from research, negotiations, contracting, briefings, implementation and reporting across teams
- Developed social media creative and copy for American Egg Board and General Mills Gardetto's
- Monitored emerging media and trending news to execute digital strategies and ensure brand and owned media relevance

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
- Creates and deploys newsletters to 1,000+ customers using Photoshop and MailChimp software for California-based fine art gallery and exhibition center

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

*Social Media and Content Marketing Intern*

- 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
- 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
- Assisted in managing content, developing content strategy and writing for United Hub

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## AWARDS

**2021 Publicity Club of Chicago 30 Under 30**

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

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## EDUCATION

**BOSTON COLLEGE** (Chesnut Hill, MA) Class of 2017

B.A. Communications, *Cum Laude*, GPA 3.63

**UNIVERSITY OF EDINBURGH** (Edinburgh, Scotland, UK)

Study Abroad: 9/2015 – 12/2015