


ANNIE BELGRADE

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EXPERIENCE

10/2019 –
Present

Ferrara Candy Company | \$2B global confections company; manufacturers of NERDS, SweeTARTS, Brach's, Laffy Taffy and more | Chicago, IL

Senior Manager, Integrated Content Marketing (7/2024 – Present)

- Promoted to manage team of associates responsible for all content marketing and community management of the full Ferrara portfolio of 10+ brands (30+ social profiles with 8M+ followers)
- Drives collaboration between agency partners and internal cross-functional teams to execute integrated campaigns from briefing through execution and post-campaign reporting, effectively managing key stakeholders throughout
- Leads cross-channel advertising creative development and production, using creative testing and analytics to inform strategy across online video, paid social, audio, influencer, etc.
- Owns \$1M+ social budget and annual scoping process for external agencies and internal needs
- Established Ferrara's content best practices playbook and supervises ongoing education for internal teams by collaborating with partners like Meta, TikTok, and Google to stay up-to-date on best practices, strategy, and trends

Manager, Integrated Content Marketing (4/2021 – 6/2024)

- Supported Ferrara's first-ever Super Bowl campaign for NERDS, developing and implementing a 360 integrated campaign on linear, digital, and social resulting in 800M+ impressions, a 60% increase in sales WoW, and a 4pt increase in household penetration YoY
- Executed the Shorty Award-winning influencer program the SweeTARTS Film Fest on TikTok that resulted in 607M+ impressions across paid, owned, and earned and a 5.6pt lift in ad recall
- Scaled Ferrara's influencer practice by developing a playbook to drive always-on, long-term partnerships amplified with paid media to drive sales
- Consolidated creative agencies and influencer vendors via multiple RFPs and developed a process for internal content production to drive efficiencies and save ~\$4M in costs

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

- Launched Ferrara's top-selling product NERDS Gummy Clusters into market via a robust social media and influencer strategy, fueling 67% year-over-year brand growth resulting in the product becoming the #1 in candy the U.S. by 2023
- Developed influencer fan program that resulted in 330M+ organic social impressions (an estimated value of \$3M) in addition to managing full influencer campaign logistics
- Built Ferrara's planned and reactive agile content marketing approach, tapping into emerging trends and data to embed brands into culture, growing consumer loyalty

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

Associate, Digital Strategy (8/2019 – 9/2019)

Account Coordinator, Digital and Influencer (3/2018 – 7/2019)

- Created and implemented Kimberly-Clark and Hyundai's influencer strategy and content, focusing on annual partnerships driving reach and brand awareness
- Led end-to-end influencer campaigns from research, negotiations, contracting, briefings, implementation and reporting across multiple teams

6/2017 –
2/2018

United Airlines | \$40B Fortune 100 international airline | Chicago, IL

Social Media and Content Marketing Intern

- Spearheaded 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
- Initiated first-ever influencer partnerships for in-person events and new flight routes
- Supported content development and strategy for United's social channels (total reach of 2M+)

AWARDS

Publicity Club of Chicago 30 Under 30 (2021)

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

EDUCATION **Boston College** | Chesnut Hill, MA

B.A. Communications, *Cum Laude*