

Anna Cockerham

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EDUCATION

University of North Carolina at Chapel Hill <i>B.A. Media and Journalism (Advertising and Public Relations concentration), Sustainability Minor</i> <ul style="list-style-type: none">3.7/4.0 GPADean's List – Fall '21, Spring '22, Fall '22, Fall '23National Merit Special Scholarship from Reynolds AmericanState Employees Credit Union People Helping People ScholarshipAlpha Phi Omega Service Fraternity	May 2024 <i>Chapel Hill, NC</i>
Danish Institute of Study Abroad <i>Sustainability Studies</i> <ul style="list-style-type: none">Charles Garland Johnson Jr. ScholarshipDIS Diversity Scholarship	May 2023 <i>Copenhagen, DK</i>

WORK EXPERIENCE

johnnie-O with PR Campaigns (MEJO 634H) <i>Senior Capstone Project</i> <ul style="list-style-type: none">Conducted surveys and interviews to gather consumer insights on johnnie-O's expansion into women's fashionAnalyzed 151 responses in survey data and compiled a comprehensive research report for clientPresented an in-depth PR Campaign strategy; developed targeted messaging and proposed media strategiesProposed partnerships with influencers and media outlets to align with the brand's lifestyle aestheticAwarded first-place for strategy, execution, and presentation	Jan 2024 – May 2024 <i>Chapel Hill, NC</i>
Town of Mooresville <i>Communications and Marketing Intern</i> <ul style="list-style-type: none">Created content for 22 different media channels, garnering a combined following of 50,000 followers and producing videos that received up to 210,000 viewsCaptured event highlights through professional photographyProofread and edited monthly internal and external newsletters with IndesignMaintained and edited Mooresville-South Iredell Community Resource GuideAssisted with small and large scale event planning and execution, including digitally documenting events	May 2023 – August 2023 <i>Mooresville, NC</i>
Round Peak Vineyards and Skull Camp Brewery <i>Marketing Intern</i> <ul style="list-style-type: none">Created three new social media channels to target new audiences and showcase behind the scenes experiencesStarted relationships with more than five industry influencersDrafted press releases surrounding upcoming eventsCompiled and presented marketing data and reports	May 2022 – October 2022 <i>Mount Airy, NC</i>
Squad Car Tours <i>Tour Coordinator</i> <ul style="list-style-type: none">Organized 30+ tour reservations dailyFacilitated smooth communication between tour guides and participants	May 2021 – December 2022 <i>Mount Airy, NC</i>

CERTIFICATIONS, EXPERTISE & SKILLS

Certifications	Expertise	Skills
<ul style="list-style-type: none">Public Information Officer Awareness (FEMA)Social Media in Emergency Management (FEMA)	<ul style="list-style-type: none">Video EditingContent StrategyPrint and Digital Content CreationWeb Content Writing	<ul style="list-style-type: none">AP StyleAdobe Creative CloudBasic HTML and CSS