

# Anna Busby

SEEKING ENTRY-LEVEL CAREER OPPORTUNITIES



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## EDUCATION

### Auburn University

Bachelor in Public Relations  
Minor studies in Marketing  
August 2012- May 2016

3.3 CGPA

Auburn Alumni Endowed Scholarship  
Hubspot Inbound Marketing Certified: 2015-2016  
Gama Beta Phi Honors Society: 2014  
Dean's List: Fall 2015

## EXPERIENCE

### Verge Pipe Media

Junior Account Manager  
May - August 2015

Here, I had the opportunity to learn more about digital marketing via blog posts, e-books, infographics, web design, social media and campaigns. I gained confidence in my communication skills by working directly with clients in multiple industries, including higher education and hospitality.

### City of Auburn Parks and Recreation Department

Recreation Leader & CityFest Committee  
Member | December 2015 - May 2016

Through this position I have gained experience with event planning. My responsibilities included writing newsletters, press releases, bios, radio spots and coordinating the Children's Imagination Station for CityFest 2016. CityFest, Auburn's largest free festival, brought in about 15,000 patrons.

## INVOLVEMENT

### Young Women's Leadership Program

Big Sister | 2014 - 2015  
Undergraduate Facilitator | 2015 - 2016

YWLP is a curriculum-based program that pairs young women from the local junior high schools with women from Auburn University in a mentor-mentee style relationship. I was a "Big Sister" during my first year with the program. Throughout my second year, I mentored a group of Big Sisters. The program has taught me invaluable lessons about leadership and self-awareness.

### Leadership and Advocacy Council

Women's Center Ambassador  
January 2016 - May 2016

In this position, myself and a small group were responsible for representing the AU Women's Center initiatives and services. This includes planning and operating special events, as well as creating awareness campaigns.

## RELEVANT SKILLS & COURSES

- Survey research methods
- Writing for PR, AP style
- Adobe Photoshop, InDesign and Dreamweaver
- Video production
- Digital media
- Leadership
- New product Development
- Web development (HTML & CCS)
- Graphics
- Campaigns
- Retail Marketing
- Advertising
- International PR & Marketing

## REFERENCES

Sara Hand Custer  
Cultural Arts Director  
City of Auburn Parks and Recreation  
scuster@auburnalabama.org

Don Crow  
CEO and Founder  
Verge Pipe Media  
Don@vergepipemedia.com

Lindsey Henson  
Young Women's Leadership Program  
Graduate Facilitator  
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