
ANNA WILT

MARKETING & COMMUNICATIONS

CONTACT

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PROFESSIONAL SUMMARY

Strategic marketing and communications professional with 8+ years of experience shaping brand narratives, driving engagement, and leading cross-functional content initiatives across agency and in-house teams. Passionate about thoughtful storytelling, purposeful work, and the power of words to move people.

EDUCATION

- UNIVERSITY OF ALABAMA**
- Bachelor of Arts in English
 - Minor in Political Science

SKILLS

- Brand Voice Development
- Content Marketing
- Copywriting
- Website Strategy
- Project Management
- Data Analytics
- Digital Marketing
- Team Management
- Website Optimization

TOOLS

- WordPress
- Webflow
- Google Analytics
- Semrush
- SurferSEO
- Sprout Social
- Hootsuite
- Mailchimp
- Constant Contact

WORK EXPERIENCE

Infomedia JAN 2023 - MAY 2025
Content Strategy Manager

- Developed and led interactive brand voice workshops, helping clients define tone and messaging consistency across platforms
- Built and executed SEO-informed content strategies for complete website redesigns, improving visibility, engagement, and UX
- Managed freelance writers and interns, setting content standards and ensuring timely, high-quality deliverables
- Transformed newsletter approach, increasing open rates by 116% by shifting focus to value-driven, audience-centric content
- Collaborated with internal teams and client stakeholders to guide narrative structure, manage approvals, and support successful launches
- Produced internal marketing materials including video scripts, blog posts, ad copy, email campaigns, and social content

Uptick Marketing DEC 2020 - JAN 2023
Social Media Manager

- Led strategy and content creation for 20+ clients, aligning digital campaigns with brand objectives and business KPIs
 - Managed copywriters and collaborated with design and paid media teams to deliver cohesive multi-channel campaigns
 - Produced cross-platform content — including blogs, ad copy, landing pages, social content, and newsletters — tailored to unique voice and audience segments
 - Tracked and analyzed performance data to optimize content and improve reach, engagement, and conversions
 - Refined internal content workflows to speed turnaround times and ensure alignment with brand voice and client goals
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AWARDS

SILVER ADDY AWARD, FEB 2025

- American Advertising Federation (AAF) Birmingham
- Film/Video/Sound Branded Content, More Than :60 Seconds

KEY PROJECTS

BRAND VOICE WORKSHOP, INFOMEDIA

Created a fully interactive brand voice workshop and developed a repeatable style guide product

GIVINGTUESDAY, KNOXVILLE HABITAT FOR HUMANITY

Boosted year-over-year donations by 166% through targeted messaging, segmented email, and coordinated social rollout

SPEAKING

- Samford University (2022): "Building a Career in Digital Marketing"
- AFP Great Smoky Mountain Chapter (2020): "Social Media for a Small Team"
- Habitat for Humanity Global Conference (2019): "Smart Strategies for Social Success"
- Habitat for Humanity Tennessee Conference (2019): "Social Media That Works"

WORK EXPERIENCE

Knoxville Habitat for Humanity

APR 2018 - JAN 2021

Communications Manager

- Led a full website audit and redesign, resulting in a 20.7% increase in organic traffic and improved user experience
- Created and launched an integrated marketing campaign for GivingTuesday that boosted year-over-year donations by 166%
- Maintained local media relationships to secure coverage and increase brand visibility
- Wrote and managed messaging for internal and external audiences, including executive communications, fundraising events, and volunteer outreach
- Maintained the integrity of the brand voice across all content formats, including print, web, social, video, and internal
- Implemented new project management software to streamline workflows, increase visibility, and meet deadlines efficiently
- Presented social media marketing strategies at national, state, and local conferences, showcasing campaign results and best practices

The Real Estate Firm

FEB 2017 - APR 2018

Communications Manager

- Produced and published content for marketing collateral, including website, social media, email, and print, to keep key audiences engaged and informed
 - Organized and promoted company events, strengthening brand awareness and boosting community engagement
 - Monitored campaign performance to inform ongoing content and social strategy
 - Conducted property file audits to ensure compliance with state law and internal documentation standards
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