

Anna Mroczkowski

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SUMMARY

Marketing and communication professional with 7+ years of experience. Expertise in public relations, social media, brand awareness campaigns, digital marketing, community building and market research. I have tailored my work to take on a human approach when establishing brand presence and awareness, with a successful track record for building community, partnerships and strong connection through brand, content, and various campaigns.

PROFESSIONAL EXPERIENCE

Marketing and Communications Manager

March 2022 - September 2024

MASV

- Managed the communications and public relations program, writing and distributing press releases that increased organic media mentions by 156%, averaging over 26 mentions annually.
- Directed a cross-functional integration program with nine external partners, ensuring smooth collaboration and execution.
- Implemented marketing strategies that supported a company growth rate of \$350K in monthly recurring revenue. Spearheaded the launch of a new task tracking system, which enhanced productivity and reduced siloed work culture.
- Grew LinkedIn followers from 450 to 2000, a 126% growth rate, resulting in a 92% increase in engagement. Created and distributed a monthly LinkedIn Newsletter, achieving a 33% subscription rate from followers.
- Designed images and video content for social media, advertisements, event collateral, t-shirts, swag, and whitepapers to enhance branding and marketing initiatives.
- Managed the reseller and affiliate programs, contributing over \$25,000 USD annually in revenue.

Community Marketing Manager

August 2021 - January 2022

Slite

- Collaborated with cross-functional teams to create and execute weekly and monthly email newsletters, with average open rate of 22%
- Oversaw the research and development of Slite's exclusive customer community resulting in restructuring communication for all beta users and industry partners
- Successfully managed partnership efforts during major product launches, resulting in high visibility with external partners, media coverage and social media (Twitter, LinkedIn, and Reddit)

Content Manager and Community Engagement Specialist

May 2020 - August 2021

FastSpring

- Implemented an employee advocacy program and streamlined social media campaigns, resulting in a 41.6% increase in engagement and a 149% growth in social audience across all platforms
- Managed content marketing and public relations efforts for major launches, including supervising freelancers, developing compelling content strategies, and executing successful video tactics that generated high visibility and positive social media coverage.
- Researched and analyzed customer needs and preferences to develop FastSpring's customer community, leading to a significant increase in engagement and satisfaction among 3000+ customers.

Public Relations Manager - Game Night

December 2019 - April 2021

Halifax Thunderbirds, NLL League

- Managed public relations and media strategies for game nights, enhancing brand image, streamline media processes, and increased media coverage, attendance, and fan engagement.

Communication Officer

August 2019 - January 2020

Government of Nova Scotia, Halifax, Nova Scotia

- Developed and executed communication plans, news releases, and media strategies for province-wide events. Province's initiatives, including the Boston Tree project and crisis plan of the collapsed crane.

Marketing and Public Relations Specialist

January 2019 - August 2019

Dash Hudson, Halifax, Nova Scotia

- Supported the launch of a new PR campaign by crafting compelling pitches and data reports that generated positive media coverage, while utilizing social media analytics to enhance strategy. Lead the vetting process of inbound leads through HubSpot to improve conversion rates.

Athletics Social Media Manager

January 2015 - May 2017

Canadore College, North Bay, Ontario

- Directed the strategy for Instagram, Twitter, and Facebook pages, resulting in increased engagement, 175% follower growth. Wrote press releases that enhanced media coverage and drove attendance at sporting events.

OTHER EXPERIENCE

Content Creator

Present

- Built a large and engaged social media following of 42K followers by creating authentic and relatable content. Collaborated with top brands to drive sales for partner brands and increased engagement

Marketing Consultant (Freelance)

June 2017 - December 2020

- Wrote blog posts, whitepapers, and email newsletters for various clients. Industries including SaaS, sports, healthcare, education and technology.

SKILLS & AREAS OF EXPERTISE

- Communications and Marketing
- Public Relations
- Social Media Strategy
- Brand Development and Impact
- Copywriting Writing
- Project Management
- Event Planning & Coordination
- Influencer & Partnership Marketing
- Project Management
- Graphic Design and Video Editing
- Cross-Functional Team Leadership
- AI Writing & Editing
- Experience with Notion, Hubspot, ClickUp, Canva, Adobe Suite, Google Suite, Slack, Hootsuite, Wordpress, CapCut, Sprout, Salesforce

EDUCATION

Bachelor of Public Relations (Honours)

Mount Saint Vincent University, Halifax, Nova Scotia

- Minor in Communication Technology
- Minor in Marketing

Public Relations Diploma (2-Year)

Canadore College, North Bay

- School of Business Academic Achievement Award
- Public Relations Department Program Award