

# Anna Mroczkowski

Halifax, Nova Scotia • 782-414-2662 • [mroczkowskianna@gmail.com](mailto:mroczkowskianna@gmail.com) • [annamroczkowski.com](http://annamroczkowski.com)

## Community and Social Media Manager

Dedicated community and social media manager with excellent digital analytics, research, content writing, and verbal communication skills. With experience working in SaaS, B2B, sports, government, education and technology I have vast knowledge in marketing, content writing, lead generation, virtual event environment, social media development and community engagement.

## QUALIFICATIONS

### Competencies

- Research and analytics
- Problem-solving
- Integrated marketing
- Collaborative work on teams
- Organizational skills
- Ethical decision-making
- Brand management

- Processing qualitative and quantitative strategies and metrics
- Relationship-building
- Partnering and Relationship Building
- Start-up environment
- Strong attention to detail
- Compelling Story-teller

### Essential Skills

- Excellent writing (internal and external)
- Communicating corporate strategy (positioning and branding)
- Social media and content (strategy and content management)
- Strong analytical skills (GA, Hubspot, Sprout)

## EXPERIENCE

### Community Engagement Specialist

February 2021 - Present

FastSpring | Halifax, NS

- Spearheaded the research and development of FastSpring's 3000+ customer community
- Implemented a company-wide employee advocacy program across ~130 employees
- Supervised content marketing efforts, managing freelancers, established a content strategy for product launches and wrote various pieces of written content
- Operated all social media efforts, increasing engagement by 41.6%, and developed a strategy that increased published posts by 146%
- Managed public relation efforts during major launches

### Content Marketing Specialist

May 2020 - February 2021

SalesRight - FastSpring | Halifax, NS

FastSpring acquired SalesRight in November 2020. FastSpring is the full-service commerce partner for software and SaaS companies. SalesRight, a SaaS pricing solution that provides interactive quoting and digital signature tools for B2B sales teams.

- Created and executed a successful video strategy for SalesRight with an average reach of 2865 viewers
- Effectively managed, planned and executed content strategy, rolled out daily social posts, blogs, and various videos
- Developed content based on ICP needs and feedback from sales, product and customer success
- Streamlined social media strategies to increase link clicks by 109%, grew SalesRight's social audience by 749% (year over year) and increased LinkedIn engagement by 149%

### Communications Officer

September 2019 - December 2019

Communications Nova Scotia | Halifax, NS

- Created awareness through communication plans, news releases, speeches and communication packages, for example, the Boston Tree communications collateral
- Effectively managed, planned and executed assigned work and projects through media
- Developed and executed a digital media strategy and calendar for the Department of Labour and Advanced Education
- Curated social media posts for the department's announcements

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### Marketing and Public Relations Intern

January 2019 - August 2019

Dash Hudson | Halifax, NS

- Used Dash Hudson's social media analytics platform on a daily basis to perform and report social media data on various industry benchmarks
- Supported the launch of a new PR project which involves creating pitches, emails, and pulling data for reporters at over 100 publications, with six pitches picked up over a three-month period
- Led the vetting process of inbound leads through Hubspot from events and resource downloads in support of Lead Nurturing Specialist
- Delivered event support including copy editing, promotional brand content, venue and event research

### Marketing Intern

May 2018 - September 2018

Bulletproof | Halifax, NA

- Created an internal SharePoint website for the sales and marketing departments to collaborate, developed a tutorial video, image content, contact information, and resource documents
- Grew social media followers by 85% within a month and **278% within four months**
- Created a campaign for October's Cybersecurity Awareness Month that was executed post-co-op work term

### Sales Representative

May 2017 - September 2017

Molson Coors | Northern Ontario

- Identified as a top seller in Northern Ontario 2017
- Curated sales tactics for over 35 government-licensed stores, managed schedule and check-in's with managers
- Communicated with clients in person to promote new products
- Managed promotional events, such as Voyager Days which attracted up to 5,000 people

### Athletics Social Media Coordinator

September 2016 - May 2017

Canadore College | North Bay, ON

- Managed the Twitter and Facebook pages, promoting two-way communication with various audiences by writing engaging content and sharing images and videos
- Increased social media followers by 175%
- Produced press releases and distributed to local media sources

## EDUCATION

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Mount Saint Vincent University | Bachelor of Public Relations

April 2020

- Minor in Communication Technology
- Minor in Marketing
- Member of the Women's Varsity Volleyball Team (2017-2018)
- Dean's List 2017-2018, 2018-2019, 2019-2020

Canadore College | Public Relations 2 yr Diploma

April 2017

- Academic Achievement Award for the School of Business
- Program Award for Public Relations
- Student Representative: Canadore College Program Advisory Committee (School of Business)

## CERTIFICATIONS

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- Hubspot Inbound Certificate
- Google Analytics for Beginners