

# ANNA MIARS

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## SUMMARY

I possess a unique skill set that combines expertise in front end development and digital communications, including technical oversight, user experience, content management, strategic planning, social media, and analytics. With a diverse, award-winning background, I am adept at creating and managing content that is both functional and compelling.

## SKILLS & COMPETENCIES

- HTML
- CSS
- JavaScript
- JQuery
- WordPress
- Drupal
- SharePoint
- Dreamweaver
- FileZilla
- Photoshop
- After Effects
- Bridge
- Final Cut Pro
- Facebook Ads Manager
- Google Analytics
- Google Tag Manager
- Google AdWords
- Audacity

## EDUCATION

### AMERICAN UNIVERSITY

Master of Arts in Interactive Journalism  
September 2010–May 2012 : Washington, D.C.

### UNIVERSITY OF COLORADO

Bachelor of Science in Journalism: News-Editorial  
August 2003–May 2007 : Boulder, Colo.

## ACHIEVEMENTS

- 2016 Bulldog Not-for-Profit PR Awards: Best Positioning/Branding/Reputation Campaign for 2016 State of Manufacturing Tour
  - [NAM, August 2016](#)
- #62 of 100 Association Twitter Handles You Should Follow, CQ Roll Call
  - [AACC, December 2014](#)
- Staff Performance Award for Innovation
  - [Kogod School of Business, May 2012](#)

## LANGUAGES

- English, Native Proficiency
- Spanish, Minimum Professional Proficiency

## PROFESSIONAL EXPERIENCE

### DIGITAL COMMUNICATIONS MANAGER

NATIONAL ASSOCIATION OF MANUFACTURERS (NAM)

March 2015–Present : Washington, D.C.

- Manage website and digital strategy implementation for a multimillion-dollar association, leading cross-functional efforts to improve the end-to-end experience
- Develop, test, and deploy cascading stylesheet changes, JavaScript additions, version updates, and workflow permissions in Ektron and WordPress
- Devise and execute UX-driven content changes, including creation of landing pages and microsites, to align with KPIs and brand vision, and to support business objectives
- Use content mapping, overseeing development of digital assets and testing, to hone in on storytelling strategies that best move users through the conversion funnel
- Configure and analyze custom reports and dashboards in Google Analytics as well as leverage other data collection tools to define and track audiences, drive strategy evolution, and discover remarketing opportunities

### INTERNET CONTENT EDITOR

AMERICAN ASSOCIATION OF COMMUNITY COLLEGES (AACC)

December 2012–March 2015 : Washington, D.C.

- Managed the association's website, making daily updates utilizing strategic planning to highlight programs and members, including selecting images, formatting text for style, and reviewing pages for consistency
- Created and maintained a comprehensive social media strategy, adding 10,000+ Twitter followers resulting in inclusion on CQ Roll Call's list of 100 Association Twitter Handles You Should Follow in December 2014
- Produced video and multimedia pieces that promoted the value of membership and event attendance, developing concepts, collecting visual assets, editing for message, and sharing across platforms

### WEB CONTENT COORDINATOR

KOGOD SCHOOL OF BUSINESS, AMERICAN UNIVERSITY

April 2011–December 2012 : Washington, D.C.

- Managed the school's multi-audience website, writing and editing more than 100 stories per year and posting hundreds of additional digital content items that supported perception and enrollment
- Produced an average of 22 videos and 10 multimedia pieces per year for internal and external audiences—each receiving several hundred views—shooting, editing, and packaging pieces for promotion
- Oversaw all social media accounts, including Twitter, Facebook, LinkedIn, and various blogs, tripling Twitter followers and doubling interactions on Facebook