

ANNA HOSFELD

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EDUCATION & HONORS

Indiana University: The Media School and Kelley School of Business

August 2017-May 2021

Bachelor of Arts, GPA: 3.9/4.0

Bloomington, IN

Major: Advertising; specialization in Media Persuasion and Behavior

Minors: Marketing and Psychology

Honors: Hutton Honors College, Indiana University Founders Scholar, and College of Arts and Sciences Executive Deans List

(Cumulative 3.8+ GPA, 15+ credit hours)

August 2017-present

IES Abroad Milan

January - May 2020

Business Studies Program, GPA 4.0/4.0

Milan, Italy

- Gained an international business perspective in the fashion capital of the world order to understand how advertising and marketing can effectively reach consumers, impact brands, maximize revenue, and build long-term business growth
- Increased flexibility, problem solving, and multitasking abilities by balancing a global pandemic with international coursework

PROFESSIONAL EXPERIENCE

Miller Brooks, Advertising Agency

May – August 2018

Account Executive Intern

Zionsville, IN

- Conducted data driven market research for Miller Brooks' six largest clients by assessing their social media strategies, e-commerce platforms, and brick and mortar store experience in order to present a customer-focused brand analysis to clients
- Virtually surveyed 1,200 individuals in order to reevaluate how to improve their e-commerce and digital advertising experience
- Presented strategic branding efforts and marketing campaigns of clients and competitors alongside Senior Account Executives

LEADERSHIP EXPERIENCE

Alpha Gamma Delta - Beta Delta, Women's Fraternity

January 2018 – Present

Vice President of Marketing

Bloomington, IN

- Analyzed web traffic and metrics of Beta Delta social media accounts to track performance and modify marketing strategies
- Led and managed three directors to coordinate social media, merchandise, and event decor to build a cohesive image
- Revitalized the chapter website with an updated style, structure, and content in order to effectively illustrate the brand
- Negotiated with professionals via email, phone, and in person to conserve the chapter's \$6,000 marketing budget and scheduled photography events for over 200 women

CUSTOMER SERVICE & SALES BACKGROUND

Scotty's Brewhouse

May 2018-December 2018

Waitress

Carmel, IN

- Utilized sales tactics to maximize Scotty's revenue when challenged by team competition and commission
- Communicated interpersonally with customers, team members, and managers to increase efficiency of the restaurant's operations, meet each individual customers' needs, and maintain the Scotty's brand image

Old Navy

August 2016-May 2017

Brand Associate

Carmel, IN

- Practiced creative problem solving and decision making when empathetically resolving customer issues
- Learned POS software, persuasive sales techniques, extensive product knowledge, and how to multitask and adjust to feedback

SKILLS, INTERESTS, & CAMPUS INVOLVEMENT

- Hoosier Hills Food Bank Volunteer and member of Women in Media, American Marketing Association
- Little 500 bike team, Knockout Cancer Philanthropy boxer, golf student, enjoys hiking and biking in National Parks
- Language: literate in Spanish (reading, writing, basic conversation)
- Digital Skills: Adobe InDesign and Photoshop, FinalCutPro, WordPress, Microsoft Office, all social media platforms