

ANNA JACKSON

Los Angeles, CA | annajanejacksoninquiries@gmail.com <https://www.linkedin.com/in/annajanejackson/>

PROFESSIONAL SUMMARY

High-honors Purdue Business graduate (3.98 GPA) and marketing strategist with experience across entertainment, lifestyle, beauty, and consumer brands. Experienced in client-facing marketing, digital strategy, brand storytelling, campaign execution, and performance-informed content that strengthens engagement and measurable growth.

CORE SKILLS

Social Media Strategy | Creative Production | Brand Partnerships | Digital Marketing | Copywriting | PR | SEO/GEO | Canva

PROFESSIONAL EXPERIENCE

Marketing & Content Coordinator | Anna Jane Jackson Creative | Los Angeles, CA | 01/2026 - Present

- Partnered with IPSY founding leadership and ORLY on 213 Deli launches, creating social and SMS assets while applying GEO/AEO strategies to improve AI search visibility.
- Executed a HelloFresh partnership via Filify across TikTok + Instagram; drove affiliate conversions at \$100 per signup.
- Produced multi-platform content for Londontown x Care Bears and Juna World, earning official brand features and shares.
- Secured a #2 Google Search ranking for culinary content and built relationships with beauty and marketing founders/leaders.

Creative Director/Head of Social Media and Production Support | Jackson Entertainment LLC | Remote | 05/2018 - Present

- Contributed to client press releases and media pitches that secured top-tier trade coverage, including an exclusive casting announcement in *Deadline Hollywood*.
- Oversaw styling, creative direction, and talent branding for campaigns and press appearances involving Prada, Hugo Boss, Samsung, Sony, Paramount, Lionsgate, and Netflix.
- Managed digital brand strategy, website UX/visual refresh in Figma, Google presence, and audience engagement.
- Developed pitch decks in Canva/Pitch; grew social visibility from ~70K to 900K+ impressions through data-backed strategy.

Marketing Assistant | Dominant Creative | South Pasadena, CA | 09/2025 - 12/2025

- Partnered with leadership to execute 3+ integrated campaigns for high-profile wellness brands like MuscleTech and SixStar.
- Led end-to-end market research and ICP development for 7+ clients, creating brand guidelines and communication strategies to define clear market positioning.
- Managed Meta short-form video and ad copy; ensured 100% alignment with campaign objectives and platform best practices.
- Developed polished client presentations and helped lead pitch calls, translating marketing strategies and campaign recommendations for client stakeholders.

Founder/E-Commerce Seller | Depop | Los Angeles Metropolitan Area, CA | 04/2021 - Present

- Created and managed all aspects of a sustainable fashion micro-business, selling 100+ items with 100% satisfactory reviews.
- Maintained an organized digital inventory and content archive for efficient listing and performance tracking.
- Utilized excellence in content creation, visual storytelling, & community interaction to drive consistent marketplace growth.

Content Creator/Brand Storyteller | Fullscreen Media | Los Angeles, CA | 03/2016 - 12/2019

- Created beauty & lifestyle storytelling campaigns for brands including Fender, Daniel Wellington, and Miss Sixty.
- Used content strategy to elevate client messages and increase engagement; took over Ipsy's Snapchat at Generation Beauty.
- Produced short and long-form content from concept to final cut including layout and narrative flow for influencer campaigns.
- Delivered weekly content on tight timelines, maintaining consistency with evolving brand messaging.

Fashion Model | Wilhelmina | Los Angeles, CA, Shanghai | 01/2015 - 09/2017

- Executed a month-long modeling assignment in Shanghai, China, and surrounding areas, networking internationally and gaining multiple recurring e-commerce and magazine clients.
- Worked with clothing, beauty, and skincare brands, including Revolve, Sephora, Juicy Couture, Aeropostale, and Wolk Morais. Was featured on the Vogue Runway website twice.

EDUCATION

Bachelor of Science Student in Business Administration - Business Development | Purdue University Global | 07/2026

- Relevant Coursework: International Marketing, Global Business, Professional Selling, Business Law, Corporate Finance
- Microsoft Office (Excel, Word, PowerPoint), Research, Data Analysis, Presentations, Professional Writing
- GPA: 3.98, Chancellor's List.
- Proud member of the Purdue Women's Network and Entrepreneurship Club, with interest in Social Impact Marketing.

Associate of Applied Science in Business Administration - Entrepreneurship | Purdue University Global | 10/2024

- Relevant Coursework: Business Ethics, Marketing, Economics, Business Management, Composition, Customer Sales.
- GPA: 3.97, Chancellor's List, Magna Cum Laude.