

andreaanna hardy

MARKETING
CREATIVE

WORK EXPERIENCE

MARKETING INTERN: NAOMI WHITTEL BRANDS, SUMMER 2019

- Developed Instagram strategy to effectively emphasize brand discovery and website traffic for three brands.
- Improved Instagram targeted advertisement strategy, and increased consumer reach by 6000% within same monthly budget.
- Developed and executed effective marketing campaigns, and managed Instagram accounts for three brands using Instagram management software.
- Used Google Analytics and Facebook Ads software to track analytics, including website traffic from social posts and sales conversions.
- Planned and executed product photoshoots for advertisements and social media content.

CREATIVE CONTENT DIRECTOR: STRIKE MAGAZINE, FALL 2018 – PRESENT

- Responsible for developing editorial concepts and directing photoshoots for print magazine.
- Leadership, team management, task delegation, and communication amongst other creative departments.
- Creative photographer, utilized advanced photography equipment knowledge and Adobe Photoshop and Lightroom expertise.

MARKETING INTERN: BRICKS BAR, SPRING 2019

- Responsible for managing Instagram account, and developed a content strategy to promote brand awareness.
- Managed and collaborated with content creators, such as photographers, videographers, and graphic designers for Instagram content.

PHOTOJOURNALIST, INTERN: THE GAINESVILLE SUN, SPRING 2019

- Attend local events and photograph them to be published in online newspaper.

CONTACT INFO

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Gainesville FL 32601

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EDUCATION

UNIVERSITY OF FLORIDA: FALL 2017 – PRESENT
Bachelor of Science, Business Administration.

CLEVELAND INSTITUTE OF ART: SUMMER 2016
Photography Intensive.

PORTFOLIO

*andreanna
hardy*

BRANDING. MARKETING. ADVERTISING.

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BRAND MANAGEMENT INTERNSHIP

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Naomi Whittel Brands

MARKETING INTERN



Bricks Bar

MARKETING + SOCIAL MEDIA DIRECTOR



BRICKS

THIS WEEK AT BRICKS:

- M: BLOCK PARTY**
- T: BEAT THE CLOCK**
- W: LADIES NIGHT**
- TH: COLLEGE STUDENT NIGHT**
- F: COUNTRY MUSIC NIGHT**
- SA: MIAMI NIGHT**



BRICKS

COUNTRY MUSIC NIGHT

FRIDAYS:
TOPTIER HAPPY HOUR 4-9PM
\$10 AYCD STARTS AT 10PM
FEATURING CLIFF DORSEY AND DJ DAN

Photography

COMMERCIAL + FASHION

