

# ANNA CLAROS

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Highly motivated, professional seeks a position that will help leverage my experience while continuing to be challenged. I have 9 years of experience and my skills in administration, public relations, marketing, project management, and interpersonal communication represent a unique combination of disciplines. I thrive in high-pressure, deadline-driven environments, and have the determination to consistently achieve success for the entire professional team on board.

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## EXPERIENCE

**MARKETING COORDINATOR:** Slacker, Inc. (San Diego, CA),  
October 2012 - October 2013

- Supervised offline promotional activities and interacted with event patrons at the Slacker tour activation bus and booth at music festivals, sporting events, artist performances, and tradeshow.
- Managed a wide range of project tasks for marketing team, including: collateral production, copywriting, event production, and other marketing and communications needs.
- Planned and composed email newsletters via Blue Hornet marketing services and developed social media contests using Wildfire software.
- Fulfilled product graphics and logo requests from Slacker partners.
- Helped identify new marketing trends and tactics.

**RADIO CONTENT MANAGER:** Slacker, Inc. (San Diego, CA),  
January 2007- October 2013

- Aided in the growth of a music library currently holding over 8 million tracks through music acquisition and content metadata maintenance.
  - Facilitated communication with station programmers regarding music fulfillment and content issues.
  - Initiated e-mail outreach to record labels under the Merlin catalog to encourage content distribution.
  - Built festival and artist showcase stations for the radio team using assigned playlists, as well as editing voice-over intros, station ID's, and performances for the station.
  - Investigated licensing and publishing rights, checked metadata equivalence, and consulted content engineers to resolve content inconsistencies.
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## EDUCATION

**CERTIFICATION IN DIGITAL ARTS & WEB DESIGN:** California State University, San Marcos, January 2009

**BACHELOR OF ARTS, COMMUNICATION:** California State University, Fullerton, May 2005

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## SKILLS

- Proficient usage of Microsoft Office Suite programs such as Word, Excel, PowerPoint and Adobe Creative Suite programs such as Photoshop, Dreamweaver, and Illustrator.
- Skilled in HTML and CSS coding.
- Knowledge of Associated Press Stylebook rules for writing, proofreading, and editing text.
- Experienced in social media and blogging strategy and execution. Mid-level experience working with HootSuite, Wildfire, Wordpress, Blogspot, and Squarespace platforms.