

# ANNA ANDERSON

2048 Sundew Drive, Troy, MI 48098 | (248) 925-9400 | aande147@vols.utk.edu  
<https://annaamarketing.wixsite.com/anna-anderson> | <https://www.linkedin.com/in/anna-n-anderson>

---

## EDUCATION

HASLAM COLLEGE OF BUSINESS, University of Tennessee

Knoxville, TN

**Bachelor of Science, Business Administration**

August 2021 – May 2025

**Major:** Marketing

**Minor:** Advertising and Public Relations

**Collateral:** International Business

**GPA:** 3.8

ISTITUTO LORENZO DE MEDICI

Florence, Italy

**Focuses:** Luxury Brand Management and IMC

June 2024

## EXPERIENCE

BOLDSQUARE

Knoxville, TN

**Marketing Intern**

August 2024 – December 2024

- Collaborated with a cross-functional team to manage projects and ensure on-time delivery of key milestones
- Conducted comprehensive client and keyword research, analyzed existing communication strategies, and provided actionable recommendations aligned with SEO best practices
- Supported the planning and execution of an influencer event, contributing to strategies that increased foot traffic and brand visibility

JEWELRY TELEVISION

Knoxville, TN

**SEO Digital Brand Copywriter Intern**

June 2023 – August 2023

- Conducted competitor research and monitored industry trends to craft compelling and relevant copy that consistently outperformed competitors
- Created and edited more than 250 meta descriptions for Jedora and Jewelry Television, increasing traffic and rankings of product category pages
- Utilized SEO strategies to edit blog articles with low traffic and created evergreen content for Jedora, Gemstones, and JTV, achieving number 1 rankings on Google and Bing

TIM HORTONS

Troy, MI

**Tim Hortons Associate**

2022 – 2023

- Greeted customers and handled payments via a POS system fulfilling more than 500 orders per shift
- Sanitized kitchen and dining areas to ensure a safe and clean environment for customers
- Prepared and served a variety of beverages in a timely fashion to ensure customer satisfaction
- Worked collaboratively with my team to maintain smooth operations with high standards of customer service during high-volume rushes

## ORGANIZATIONS

University of Tennessee Women's Volleyball Club – President

September 2021 – Present

Women of Haslam – Distinguished Member

September 2021 – Present

**SOFTWARE SKILLS:** Google Analytics, SEMrush, Canva, HTML, Oracle, Alteryx, Tableau, SPSS, Microsoft Suite, Google Suite

**CERTIFICATIONS:** Microsoft Excel Advanced, Inbound [HubSpot], Social Media Marketing [HubSpot], Search and Conversions [SEMrush], SEO & Content Playbook [SEMrush]