

# Anna Larranaga

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## EXPERIENCE

July 2018 – **Founding Editor**

Present *The Nordly* – Minneapolis, MN

- Served a critical role in building and developing *The Nordly* prior to the site's launch
- Evaluates headline submissions and curates content for the site
- Edits articles submitted by contributors and relays constructive feedback
- Writes headlines and articles for the site
- Developed the curriculum used in our writer's workshops
- Assists with aggregating stock photos for web content

April 2019 – **Digital Marketing Coordinator**

Dec 2020 *Alignex, Inc.* – Edina, MN

- Created marketing emails for in-person and virtual engineering events, editing copy and HTML
- Wrote and created images for the company's monthly newsletter
- Crafted daily social media posts for *Alignex* as well as its sister company *EXBuild*
- Reviewed and edited written content from other marketing team members
- Created and edited website landing pages in Hubspot
- Pulled reports for email performance and event attendance & communicated leads to sales
- Performed regular CRM data maintenance

Aug 2016 – **Staff Writer & Segment Producer**

Oct 2018 *Minnesota Tonight* – Minneapolis, MN

- Developed comedic content about local news and politics for monthly shows
- Produced filmed segments for the show, coordinating and conducting interviews and assisting with the video editing process
- Peer reviewed scripts from other team members and offered constructive feedback on content

Sep 2015 – **Administrative Staff**

Mar 2019 *Robert Half Office Team, Advent Talent Group* – Minneapolis, MN

Performed administrative tasks on temporary assignments such as:

- Data Entry (CRM experience with Salesforce, Zoho, and Microsoft Dynamics)
- Answering phones, outbound call center work, appointment scheduling
- Mail merges, operating postage meters, sending packages with FedEx Ship Manager

June 2013 – **Visitor Services Intern**

Aug 2013 *Lincoln Center for the Performing Arts* – NYC

Served as personal resource for guests of Lincoln Center both in the office and at events.

- Created a management system for Lincoln Center's brochure inventory
- Answered guest service emails, wrote newsletters, crafted social media posts
- Worked at live performances managing rush lines and answering guest questions

**EDUCATION** CONCORDIA COLLEGE – Moorhead, MN      B.A. in Theatre Art, Magna Cum Laude

**SKILLS** Microsoft Office | Google Suite | Hubspot | Strong Communicator | Detail-Oriented | Highly Adaptable | Excellent Phone Skills