

# ANNA ZANES

anna.zanes@gmail.com (347) 228-5974

## SKILLS & ABILITIES

- Editorial content creation, branded content, native advertising work
- Documentation and reporting, both within writing and journalism and photography • Excellent data analysis and communication abilities
- Experience working with high visibility artists, fashion designers and musicians
- Commercial experience in production, vendor and brand communication
- Fluent in social media analytics, strong computer skills

## EDUCATION

CA INSTITUTE OF ARTS, Photography, Valencia, CA

SAINT ANN'S HIGH SCHOOL, Brooklyn, NY

## REFERENCES

NATHAN JAMES, Creative Executive at Steven Bochco Productions

DUSTIN BATH, BLKMKT Media, Owner

ARIANA MCLAUGHLIN, KLINK Media Group, Owner

(310) 591-9056, (310) 403-8737, (310) 430-5251

## EXPERIENCE

FREELANCE, New York City, October 2019 - Present *Content Management*

- Building and managing digital and social platforms for brands, companies, and publications
- Regular contributor at fashion, art, and cultural magazines such as Office Magazine, King Kong, Wave Magazine, etc.
- Content creation (internal and external) for companies such as HBO, Calvin Klein, OAMC etc.
- Copywriting, press and mailing releases, social posts and SEO strategy

BLKMKT MEDIA, Los Angeles, CA October, 2018 - October 2019 *Junior Creative Assistant*

- Assists in content development
- Media management
- Data organization
- Production Assistant: Assist entire production in both music and film

- Helped design and develop pitch decks and library pulls

**OFFICE MAGAZINE**, Los Angeles, CA January, 2017 – October, 2018 *Online Editor / Associate Print Editor*

- Director of all content creation
- Delegating and hiring contributing writers, photographers, and interns
- Interviewing talent for print features
- Creative direction and writing for online features

**HESTER STREET FAIR** February, 2017 – December, 2017 *Editorial and Social Media Manager*

- Employed knowledge of trending fashion, music, and arts arenas to make appropriate recommendations to offer the Hester Street Fair brand a current and increased audience
- Collaborated with brands, talent, and PR companies to plan, develop and implement events for Art Basel, Sundance, Coachella, and NYFW

**RED HOOK LABS**, NYC April, 2016 – February, 2017 *Assistant Gallery Director*

- Co-operating with the Directors on exhibitions and openings
- Contacting artists, buyers and collectors
- Co-directing/managing the gallery expenses, and production of ROS
- Managing legal in press, outreach, and sales

**SUSANNE BARTSCH**, NYC February, 2015 – April 2016 *Assistant and Production Manager*

- Co-producing events from start to finish, visually, creatively, and in organization
- Managing schedule, budget, orders, legal, various production responsibilities
- Taking part in the artistic ideas, decisions, and planning involved in events
- Contacting clients, artists, vendors, designers to co-ordinate events