

# MAURA ANDERSON

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I am a recent MA brand strategy and business graduate with a strong passion for the luxury fashion and beauty industry, equipped with a creative, strategic mindset. I am seeking marketing assistant, account coordinator, and social media roles to apply my skills and contribute to brand success.

## EXPERIENCE

### Production Intern | Art Partner - London

04/2023 - 07/2023

- Demonstrated strong negotiation and talent acquisition skills by booking a diverse range of talent for prestigious events, including Paris Fashion Week.
- Upheld the highest standards of professionalism and confidentiality, building trust and reliability in client relationships.
- Meticulously managed 12 schedules, ensuring the punctual arrival of creatives and the smooth execution of projects.
- Played a key role in supporting the production team, contributing to the planning and execution of client projects with precision and creativity.
- Conducted in-depth beauty industry research to inform project strategies, with a particular focus on identifying potential beauty vendors for John Paul Gaultier and Elie Saab Couture.

### Social Media Assistant | Vine Bar - Scituate, MA

05/2022 - 12/2022

- Executed social media strategies for increased brand visibility and engagement.
- Led content creation with graphic design, copywriting, and video editing on social platforms.
- Stayed current with social media trends and industry developments via market research and trend analysis, identifying strategic marketing opportunities.
- Engaged with followers by promptly responding to comments and inquiries, demonstrating strong communication skills.
- Helped maintain a cohesive visual identity across social media content.
- Managed online reviews to preserve the restaurant's online reputation.

### Marketing Intern | Krost - New York, NY

05/2021 - 08/2021

- Collaborated on four digital marketing campaigns, boosting brand visibility and engagement by working with graphics and marketing teams.
- Conducted market research and analyzed trends to inform content creation across media platforms.
- Monitored campaign performance, making data-driven improvements based on KPIs.
- Created and crafted promotional email campaigns three times a week, resulting in improved open and click-through rates.
- Assisted in social media content creation, including copywriting, video editing, and content calendar management, to enhance brand engagement and visibility.

## SKILLS

- Adobe Creative Suite
- Social Media Management
- Microsoft Office
- Google Analytics
- SEO/SEM Techniques
- Written and Verbal Communication
- Time Management
- Media Relations
- Document Management
- Event Planning
- Creative Strategy

## EDUCATION

- University of Buckingham** 2022 - 2023  
Condé Nast College of Fashion & Design  
MA Luxury Brand Strategy & Business  
- Distinction
- Syracuse University** 2018 - 2022  
BFA Communications Design  
Marketing Minor  
- Cum Laude  
- PR Vice President of Gamma Phi Beta