

Anna E. Collins

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EXPERIENCE

Communications Coordinator, Markel Corporation, Richmond, VA January 2017 – Present

- Collaborate with marketing, human resources, and other internal teams to identify and report on company news, initiatives, and story ideas to share internally and on social media.
- Write, produce, and disseminate monthly newsletter and weekly employee updates.
- Monitor industry and trade media outlets for articles, opportunities, and trends.
- Manage company intranet and oversee, train, and develop 30+ communication partners to create and review intranet content.
- Support major intranet upgrades and roll outs. Work with IT and team members to resolve and smoothly address technical issues with minimal interruption to intranet users.
- Track the performance and success metrics of company intranet and social media outreach and develop strategies for continued improvement.
- Helped design and implement Markel's corporate LinkedIn strategy and increased followers by 20% and traffic by 160% in 10 months.
- Plan events, including coordinating annual global Employee Appreciation Day with more than 70 offices around the world.

Internal Communications Intern, Markel Corporation, Richmond, VA June 2016 – December 2016

- Created and managed editorial plans and internal communication strategies.
- Researched best internal communications strategies and intranet best practices.
- Prepared talking points and built presentations for the Director, Vice President of Human Resources, and other senior leadership.

Recruiter, Alan Newman Research, Richmond, VA January 2016 – June 2016

- Recruited for market research and maintained client relationships.

Outreach Coordinator, Student Media Center, Richmond, VA January 2015 – August 2015

- Developed new position to provide a single point of outreach for all student media publications.
- Executed promotional events and giveaways for students.
- Wrote press releases, ran social media campaign, and served as main point of contact for outreach needs.

Public Relations Intern, Richmond Ballet, Richmond, VA October 2014 – December 2014

- Led promotional events and provided on-site assistance for the 173-student cast.
- Performed media relations, dance, and art news research, and assisted with press files and archiving.

Marketing Intern, Bon Secours Redskins, Richmond, VA July 2014 – August 2014

- Assisted with planning and executing fan platform events in coordination with Redskins Marketing Manager.

EDUCATION AND HONORS

Virginia Commonwealth University, 2016

B.S., Mass Communications and Business

Honors: Provost Scholar and Magna Cum Laude

GPA: 3.8/4.0

Phi Sigma Pi National Honor Fraternity, Alpha Sigma Chapter

Leadership positions: Webmaster, Formal Chair, and
Brotherhood Retreat Chair

SKILLS

Technological Skills

Adobe Creative Suite, Canva, Google+, Google Analytics, Prezi, SharePoint, Social Media, Trello, Wix, Wordpress

Professional Skills

Brand stewardship, copywriting, corporate blogging, client service, editing, employee engagement, event planning, strategic planning, social media strategy