

# ANNIE MARX

201-815-9110 | anniemarx98@gmail.com | anniemarx.com | linkedin.com/in/annie-marx/

## WORK EXPERIENCE

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- Marketing Assistant** - The Joyce Theater - *New York, NY* 2022 - Present
- Create original and robust content reflective of relevant trends across all social media platforms
  - Monitor user engagement and respond to comments to maintain and increase audience retention
  - Lead social media strategy and evaluate performance using Hootsuite analytics
  - Research and execute pertinent partnerships with other organizations for show promotion
  - Oversee all aspects of program book creation, including design, copywriting, and dissemination
  - Collaborate inter-departmentally and incorporate requests into marketing efforts
  - Assist with website redesign project and edit pages when necessary
- Marketing Manager** - Mal•Ped Dance Collective - *Asbury Park, NJ* 2022 - Present
- Produce digital marketing materials for all company engagements
  - Implement marketing campaigns for upcoming productions
  - Work with artistic director to ensure social media content reflects project goals
- Lead Teacher & Choreographer** - Porch Light Productions - *Glen Rock, NJ* 2020 - 2021
- Facilitated six K-12 musical theater performance programs with full-length productions
  - Directed teen and K-5 summer education programs
  - Improved program efficiency by implementing new project management system
  - Managed student and parental expectations to maximize individual potential and performance
- Independent Contractor, Web Design** - Renay Aumiller Dances (RAD) - *Raleigh, NC* July 2020
- Organized design plan and deployed website for Raleigh-based dance company using Wix
  - Crafted web content and layout to establish stronger visual identity
  - Implemented client feedback to enhance user experience
- Marketing & Development Chair** - Perception Dance Company - *Elon, NC* 2019 - 2020
- Produced marketing assets for senior thesis company
  - Developed campaigns for show promotion and fundraising
  - Formulated new strategies to promote reimaged online performance amid pandemic

## HONORS & AWARDS

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- **Omicron Delta Kappa** - *National Leadership Honor Society*
- **Lambda Pi Eta** - *National Communications Association Honor Society*
- **Delta Chi Xi** - *Honorary Dance Fraternity*
- **COM452 Rebranding Campaign Winner** - *Selected by Easterseals UCP company representatives*
- **Work-Study Scholarship Recipient** - *American Dance Festival*

## SKILLS

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Adobe Creative Suite / Hootsuite / Wordfly / Videography / Photography / Graphic Design  
Social Media / Peppered CMS / Wix / HTML & CSS / Microsoft Office / G-Suite

## EDUCATION

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- Elon University** - *Magna Cum Laude - Elon, NC* May 2020  
B.F.A. Dance Performance & Choreography, B.A. Strategic Communications
- Study Abroad: Accademia Europea di Firenze - Florence, Italy* Spring 2019