

Anny Serafina Love

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Seeking Opportunities in Seattle & Remote

Creative Marketing Strategist & Data Analyst with 10 years of experience in storytelling, analytics, and campaign development. Combines creativity and data insight to drive measurable brand growth. Recognized for excellence in Storytelling for Marketing and Market Research, with a passion for developing research-backed strategies designed to enhance engagement and elevate digital experiences.

Skills

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|---------------------------------|--|---|-------------------------------------|
| • Market Research | • Google Analytics 4 (GA4) | • Meta Ads | • HTML 5 |
| • Competitive Analysis | • Databox Dashboards | • Affiliate Marketing | • CSS |
| • Branding | • KPI Reporting & Performance Tracking | • Copywriting & Content Optimization | • JavaScript |
| • Storytelling | • SEO & A/B Testing | • Adobe Creative Suite (Photoshop, Illustrator, InDesign) | • SQL |
| • Content & Campaign Strategy | • Email & Social Media Marketing | • Canva | • Excel (Pivot Tables, Forecasting) |
| • Data Analysis & Visualization | | | |

Education

Bachelor of Science in Digital Marketing (B.S.) – Full Sail University | *Winter Park, FL* *Aug 2023 - Oct 2025*
Skills: Digital Marketing, Storytelling, & Market Research | GPA 3.94

Courses in Data Analysis – Calbright College | *Sacramento, CA* *Aug 2024 - Jan 2025*
Skills: Predictive & Statistical Analysis, SQL, Data Visualization

Certifications in Web Programming, Agile, and App Design – St. Petersburg College | *St. Petersburg, FL* *Jan 2013 - Dec 2013*
Skills: Java, JavaScript, HTML5/CSS3, Adobe Dreamweaver, InDesign, Agile Development

Academic Experience

Market Research & Data Analysis

- Utilized GA4, Excel, and Databox to analyze KPIs, visualize data trends, and forecast engagement performance across multiple campaigns.
- Achieved 1K+ page views and 655 engagement events in six weeks, with 4m 38s average session time—reflecting strong UX and audience interest in Dinger.VIP, a premium travel membership launch.

Strategy & Campaign Development

- Developed affiliate and go-to-market strategies driving 100%+ engagement growth in three weeks through organic newsletter, itinerary, and social media campaigns, supporting Dinger.VIP's launch momentum.

Content & Storytelling

- Created SEO-driven content and campaigns strengthening brand visibility and audience interaction across channels.
- Awarded for excellence in storytelling and data-informed communication.

Experience

Marketing Strategy Coordinator

DC General Contracting | *Remote* *Jan 2024 - Jan 2025*

- Developed web and content strategies improving search visibility and client engagement through optimized keyword targeting, UX enhancements, and data-based content planning.

Product Development Coordinator

Cousin Corporation | *Largo, FL* *May 2015 - Aug 2019*

- Coordinated 100+ rollouts for brands including Swarovski and DC Comics, overseeing research, copywriting, and vendor comms across retailers such as Walmart, A.C. Moore, Michaels, Joanns, and HSN.

Jewelry Merchandiser

Chloe + Isabel | *Remote* *Jul 2013 - May 2015*

- Managed a portfolio of 20 repeat clients by curating jewelry collections, overseeing social content, and organizing promotional events to enhance customer engagement and conversions.

Achievements

- Course Director's Award - Storytelling for Marketing – Recognized for data-informed brand storytelling excellence.
- Course Director's Award - Market Research – Honored for advanced market analysis and strategic insight.
- Course Director's Award - Psychology of Play – Creative application of psychological principles and play theory.
- Member - National Society of Collegiate Scholars (NSCS) – Inducted for academic excellence and leadership.