

# Lavinia Anderl

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## Making Meaningful Connections & Keeping Things in Motion

- Campaign Planning
- Editorial Calendaring
- SEO Keyword Research
- Google Analytics
- Asana & Smartsheet
- Event Planning
- Excel Certified
- Brand Strategy
- Adobe Photoshop
- FB Blueprint Badge
- A/B Testing
- HTML/CSS

## Experience

### Account Executive, Noyze Marketing 2018 - 2019

- Liaison between sales and design teams to ensure clients attained extraordinary marketing materials and results, on time.
- Implemented campaign strategies to reach KPI's based on data analytics.
- Quickly became familiar with clients' unique value proposition to provide consistent branding.
- Managed projects and campaigns to create consistent, streamlined workflow processes.

### STEM & Coding Teacher, Windridge Elementary 2018 - 2019

- Created and taught a custom curriculum that included coding, keyboarding, and STEM for K-3, focusing on developing problem-solving skills.

### LDS Business College - DECA Chapter President & Teaching Assistant 2017 - 2018

- Increased student involvement and leadership opportunities, with an emphasis on mentoring.
- Event planning: leadership retreats, business and marketing competition for 249 students, food drive, new student orientation, student travel plans.
- Curriculum writing, editing, and leading class activities and discussions regularly.

### Social Media Specialist, LDSBC Digital Media Agency 2018

- Client liaison working closely on all aspects of building the website for [www.StellaHOaks.org](http://www.StellaHOaks.org), a single parent scholarship foundation.
- Worked with How To YouTube channel to plan and film a series of self-reliance videos.

### Aquatic Instructor & Supervisor 2008 - 2018

- Taught aquatic exercise classes to participants with a range of skill and fitness levels.
- Responsible for scheduling teachers for classes; hired and trained instructors.

## Education

LDS Business College, AAS, Social Media Marketing, High Honors

Brigham Young University, BS, Sociology

## Volunteer Work & Awards

- Senior Caregiver 2019-2020
- Best of State, Student Award 2019
- Certified Guest Services Professional, AHLEI
- Content Creator for Days of 47 Parade, 2018
- STEM Week Organizer - Collaborated with community members to increase awareness of science-related careers for 700 elementary students. 2013-2016