

Annalise Nassani

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Experience

INFORMA CONNECT FOODSERVICE Event Marketing Coordinator

Hybrid | Chicago, IL
October 2024 – Present

- Overseeing an organic social media strategy revamp through the creation of an onsite event template, alignment with Demand Generation campaigns, and navigating the upcoming Informa One branding initiative with the design team, resulting in a 30% increase in impressions and a 2% increase in engagement rate per event.
- Managed CORE websites for CSP events, leading design and maintenance; partnered with operations team to launch a Forum sponsor portal site and initiating an attendee equivalent to nurture pre-event engagement.
- Developed and executed omnichannel marketing strategies, including multistep email campaigns, event cross-promotion with Technomic, and an SMS campaign; worked in collaboration with growth marketers and the Senior Director of Trade Relations to drive Forum event engagement and conversion over target attendee goal.

UNWOVEN LITERARY & ARTS MAGAZINE Marketing Manager (*Volunteer*)

Hybrid | Chicago, IL
September 2024 – Present

- Built and implemented a unified brand presence with the stakeholders, designed the main website and streamlined submission intake for editors by automating Submittable and Airtable through Zapier.
- Executed a launch event for the inaugural volume that exceeded registration targets (50 registered, 60+ attended) and increased social media followers. And designed and deployed event marketing materials for a 1,000-attendee fair, resulting in higher newsletter subscriptions and expanded local visibility

TALENALLY (Formerly Professional Diversity Network (iPDN)) Content Marketing Specialist (*Internal Transfer*)

Hybrid | Chicago, IL
June 2023 – September 2024

- Leveraged Google Analytics and SEMrush to report monthly marketing data, uncovering opportunities that optimized audience segmentation between social media platforms that tripled engagement and impressions.
- Led SEO copywriting, marketing strategy, and logo and website design efforts for PDN's rebrand to TalentAlly, resulting in a successful brand transformation, increased visibility, and a 250% stock increase.

INTERNATIONAL ASSOCIATION OF WOMEN (IAW) Digital Marketer

Remote
November 2021 – September 2024

- Spearheaded the publication of 300+ articles on WordPress with on-page SEO strategies, increasing the average reading time to 2 minutes and boosted articles to a top page position.
- Engineered a quarterly lead magnet funnel encompassing the creation of landing pages, forms, and downloadable eBook with an integrated marketing strategy spanning emails, social media posts, and community platform announcements that increased customer lead conversion by 20%.

Education

COLUMBIA COLLEGE CHICAGO Master of Fine Arts in Creative Writing

Chicago, IL
2023

Skills & Certifications

AirTable, Canva, Calendly, Copywriting, CoSchedule, CVENT, CORE, Eloqua, Google Analytics, Hootsuite, HubSpot, InGo, Kajabi, Marketo, Monday.com, Metricool, Prowly, SEMrush, SEO, Slack, SlickText, Sprout Social, Submittable, Trello, Wix, WordPress, Zapier

HubSpot Email Marketing, Social Media Marketing, & Social Media Marketing II