

Annalise Nassani

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Experience

INFORMA CONNECT FOODSERVICE **Event Marketing Coordinator**

Hybrid | Chicago, IL
October 2024 – Present

- Led an overhaul of the organic social media strategy by introducing a scalable onsite event coverage plan, deploying InGo social media kits, and segmenting events based on their respective media brand's social platforms. This resulted in a 2x increase in impressions and a 145% average boost in link clicks per event.
- Served as the CORE website expert on the team, ensuring brand consistency overall events. Collaborated cross-functionally with operations to build sponsor portals for CSP events and attendee-focused landing pages for all events ("Why Attend," "Advisory Board," "What's New," etc.), contributing to an overall increase in sessions.
- Played a key role in supporting the onboarding and mentoring of two new marketing managers through training on internal processes, tools, and event campaign best practices. Fostered a collaborative environment that increased team efficiency, and more consistent deliverables across marketing initiatives.

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 from IAW*)

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

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