

ANNEMARIE PORRECA

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(978) 761-7286

WORK EXPERIENCE

Marketing & PR Manager

June 2022 - May 2024

Smyth Cannabis Co. — Lowell, MA

- Implemented a first-of-its-kind in the industry recycling program
- Exponentially grew social media following (327% Instagram growth in 2 years)
- Developed and executed email and SMS marketing campaigns to drive customer engagement and conversions (over \$25,000 in associated revenue per campaign)
- Optimized Local SEO campaigns through landing page creation and blog writing
- Graphic design for social media content creation and in-store signage

Digital Marketing Coordinator

March 2020 - April 2022

AdMachines — Newburyport, MA

- Graphic design for digital and social media advertising
- Digital copywriting and ad optimization through A/B testing
- Managed budgets of up to \$50,000/mo. in ad spend
- Implemented, monitored, tracked and reported on the progress of social media, SEO, pay-per-click and email campaigns, seeing up to 3x ROI on average
- Administrative responsibilities including scheduling employee PTO, creating interacting reporting dashboards and identifying case study opportunities

Graphic Designer & Marketing Associate

January 2019 - February 2020

Vision Cigar & Cigarette Wholesale, LLC — Billerica, MA

- Oversaw the branding of over 40 products including FDA warning requirements
- Designed new product packaging, wholesale catalogs and marketing collateral including flyers, calendars, posters, shelving displays and trade show materials
- Basic web design and ecommerce management on WordPress & WooCommerce
- Promotional photography for social media and marketing use

Food & Beverage Server

March 2016 - February 2020

Jake N' JOE'S Sports Grille — Woburn, MA

- Provided outstanding customer service in a fast-paced environment
- Ranked first in the company for new customer loyalty program signups for several months in a row

EDUCATION

Bachelor of Science — Communications (Advertising), Graphic Design

Salem State University — Salem, MA

Vocational Diploma — Design & Visual Communications

Shawsheen Valley Regional Vocational High School — Billerica, MA

SKILLS & CERTIFICATIONS

OSHA 10 Hour General Industry Safety Certification

Project Management: Asana, Monday, Microsoft Teams **Creative:** Canva, Final Cut Pro, Adobe Creative Suite (Photoshop, InDesign, Illustrator, Express, Acrobat)

Web / SEO: WordPress, Wix, Google Analytics, Google Search Console, MOZ, Yoast

Social: LinkedIn (paid and organic), Facebook & Instagram (paid and organic)

Other: Microsoft Office Suite (Powerpoint, Word, Excel) and their Google equivalents, Google Ads, Google Tag Manager