

# Anita C. Handson

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## SUMMARY OF QUALIFICATIONS:

Four years of marketing (PR, Publicity, Advertising, Research) and office experience. Professional experience in publicity, which includes extensive writing, event coordinating, research, and pitching for a large entertainment company and their celebrity clients. Professional experience in marketing analysis and strategic planning. Agency experience in campaign planning, copywriting, social media, search engine optimization, strategic planning, and implementation. Demonstrated ability to work effectively with professional clients of all levels as well as the ability to manage and lead projects.

## WORK EXPERIENCE

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|---|------------------------|-----------------------------------|
| <b>PINT</b><br><b>Project Manager</b>   | <b>San Diego, CA</b>   | <b>May 2010-Present</b>           |
| <ul style="list-style-type: none"><li>▪ Manage projects from concept to deployment. Create project scopes, budgets, and deadlines.</li><li>▪ Maintain good client relationships, and delivery of good customer service.</li><li>▪ Work closely with a team to develop and execute good strategic plans for client's marketing efforts and improve search ranking.</li><li>▪ Manager for PINT's Latin American accounts.</li></ul> |                        |                                   |
| <b>EFM</b><br><b>Accounts Department Intern</b>   | <b>San Diego, CA</b>   | <b>November 2009-April 2010</b>   |
| <ul style="list-style-type: none"><li>▪ Client work with GE, EFM, Rainbird, XtraLight and Johnson&amp;Johnson.</li><li>▪ Conduct social media research, SEO research, and strategic planning.</li><li>▪ Participate in viral marketing.</li><li>▪ Copywriting for press releases, collateral, and other marketing tools.</li><li>▪ Concept development, and implementation</li></ul>  |                        |                                   |
| <b>Encinitas Chiropractic</b><br><b>Freelance Graphic and Web Designer</b>  | <b>Encinitas, CA</b>   | <b>Winter of 2009-present</b>     |
| <ul style="list-style-type: none"><li>▪ Design website interface</li><li>▪ Develop back-end code for website and all its functionality.</li></ul>   |                        |                                   |
| <b>Qualcomm</b><br><b>Interim Graphic Designer</b>  | <b>San Diego, CA</b>   | <b>March 2009-September 2009</b>  |
| <ul style="list-style-type: none"><li>▪ Helped plan and design web page interfaces, web banners, PowerPoint pages, collateral pieces, note cards, brochures, postcards, magazine advertisements, photo touch-ups, signs, banners, and illustrations.</li><li>▪ Assisted in photo-shoots such as casting, brainstorming, prop managing, and location scouting.</li></ul>   |                        |                                   |
| <b>Humetrix Inc.</b><br><b>Product Manager</b>  | <b>Del Mar, CA</b>     | <b>January 2008-February 2009</b> |
| <ul style="list-style-type: none"><li>▪ Developed sales pitches and conducted market research.</li><li>▪ Wrote press releases and other sales related materials.</li><li>▪ Helped create and approve designs for company's software GUI's, website, and product packaging development.</li></ul>  |                        |                                   |
| <b>FOX Broadcasting Company</b><br><b>Publicity Intern</b>  | <b>Los Angeles, CA</b> | <b>Spring of 2007</b>             |
| <ul style="list-style-type: none"><li>▪ Assisted publicists and publicist assistants by pitching talent to newspapers, escorting talent down the red carpet, working at premier parties, satellite tours, and other publicity events.</li></ul>   |                        |                                   |

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## WORK EXPERIENCE CONT...

- Helped brainstorm ideas for photo-shoots, news stories, and publicity stunts.
- Completed tasks such as sorting clip packets, writing log lines and show summaries, entering data, dubbing tapes, and organizing media.

## EDUCATION

**Art Institute of California** **San Diego, California** **2008-2010**

- Bachelor of Science in Web Design and Interactive Media
- Cumulative GPA 4.0
- **Activities:** Ambassadors Club (Winter 2009-Spring 2010)
- **Honors and Awards:** President's List-Winter of 2008 and 2010, Spring 2008 and 2009, Summer 2009; Dean's List-Summer and Fall 2008, and Winter of 2009; Merit Scholarship-Winter 2008-present.

**Pepperdine University** **Malibu, California** **2002-2007**

- Bachelor of Arts in Advertising
- Outside emphasis in Business Administration
- Advertising Major GPA 4.0; Cumulative GPA 3.515
- **Activities:** Phi Alpha Delta (pre-law fraternity) 2006-2007; Advertising Club 2005-2007 (Vice President 06-07); International Club 2002-2007; Step Forward Day 2002-2005
- **Honors & Awards:** Associated Women for Pepperdine Scholarship 2002-2007; Christian Leadership Award 2002-2007; George Page Business Scholarship 2002-2006

**Pepperdine University** **Lyon, France** **2003-2004**

- Studied French language, history, and culture at L'université Catholique de Lyon.
- Traveled throughout Europe and St. Petersburg, Russia.
- Member of the Lyon Program's Social Life Committee

## COMPUTER SKILLS

- Experienced in the use of both PC and Macintosh computers.
- Thorough knowledge of Adobe Photoshop, Illustrator, Flash, In Design, and After Effects.
- Knowledgeable in HTML, CSS, ActionScript, MYSQL, and PHP. Familiar with Quark Express, Final Cut, ProTools, and JavaScript.
- Thorough knowledge of Microsoft Word, Excel, PowerPoint, and Access.

## LANGUAGE SKILLS

- Conversational fluency in Spanish

## PROFESSIONAL PROFILE

Proven ability to manage multiple deadlines in an organized, and timely fashion. Able to handle high stress level situations. Enthusiastic to learn and a dedicated worker who can focus on tasks and prioritize work loads appropriately. A positive team player with excellent speech, presentation, and communication skills.