



ANASTASIA BOLE

— ADVERTISING STUDENT —

Contact

(302)-698-7954
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<https://www.anastasiabole.com>

Skills

Adobe Creative Cloud
Microsoft Software
WordPress / Wix
iMovie
Canva
Sprout Social / Hootsuite
Trello / Slack
Creative writing
Photography
Creating content calendars
Leadership
Teamwork
Organization
Customer service
Time management
Public speaking

Achievements

Phi Beta Kappa Member

2020 Freshman Year Orientation Guide

2020 Vance & Betty Stickell Award:
Selected as one of the most
outstanding students studying
advertising at James Madison
University

Michael and Amanda Ross
Study Abroad 2019 Scholarship

Campaign Presenter at 2019
AAF National Student Advertising
Competition

Dean's List: 2017, 2018, 2019, 2020

Education

James Madison University

B.A. in Media Arts and Design - Concentration: Creative Advertising

B.A. in English

Minor in British Communication & Media

Study Abroad - Semester in London Summer 2019

GPA: 3.7 **Anticipated Graduation: May 2021**

Work Experience

Palisades Village Non-Profit | Remote

Marketing Consultant

Feb 2021 – Present

Duties include:

- Develop strategic messaging and storytelling across all platforms
- Overhaul website design utilizing optimized keywords for SEOs
- Support the Marketing Committee in launching new social media accounts

JMU Orientation Department | Harrisonburg, VA

Marketing Assistant

Jan 2021 – May 2021

Duties include:

- Design flyers, signage, and graphics for digital and print media
- Gather weekly and monthly social media statistics
- Manage, plan, and create social media content

The Tree - International Marketing Agency | London, England

Digital Marketing Intern

May 2019 - July 2019

Duties included:

- Assisted with international social media planning and management
- Wrote copy for consumer and corporate blogs and clients' feeds
- Researched a variety of markets, such as beauty and finance

Additional Experience

Scratch Pad | Affiliate of AAF

Copywriter

August 2020 - Present

- Develop and oversee brand voice for the 2021 NSAC campaign
- Write copy for multiple content platforms
- Organize and manage marketing campaigns for local minority-owned businesses in the Harrisonburg, VA area

JMU Student-Athlete Services

Student-Athlete Tutor

2018-Present

- Foster understanding of key concepts in media, history, and English
- Teach study skills to help improve academic performance