

ANNA DE SANCTIS

Eugene, OR | 541-579-6358 | annadesanctisr@gmail.com | <https://www.linkedin.com/in/anna-de-sanctis>

SUMMARY

Public relations and marketing communications professional with experience supporting client accounts, digital campaigns, events, and brand storytelling across hospitality, fashion, culture, and consumer-facing brands. Strong communicator with a background in stakeholder updates, campaign coordination, content development, performance reporting, and client-ready materials.

EDUCATION

University of Oregon

Jun 2026

B.A., Business Marketing, Minors in Media Studies & Commerce and Society | Cumulative GPA 3.8

Honors and Awards: Dean's List (10 terms); International Community Service Program Scholarship (2022-Present); Leeman Scholarship (2024-Present)

EXPERIENCE

Account Executive

Dec 2025 - Present

Allen Hall Public Relations

Eugene, Oregon

- Manage 5 to 8 client accounts, coordinating campaign strategy, client communication, program deliverables, and creative teams
- Develop PR-driven messaging and client-ready materials, contributing to 349% higher brand visibility and 335% growth in new audience reach
- Present KPI reports, progress updates, and strategic recommendations to clients and internal leadership
- Support account execution through outreach planning, meeting coordination, workflow tracking, and timely campaign delivery

Media and Marketing Coordinator

Dec 2025 - Present

So Much Love

Eugene, Oregon

- Execute multi-channel campaigns across Instagram, TikTok, and digital platforms, driving 80% product sell-through within 48 hours
- Develop audience-facing messaging and creator partnership content that strengthens brand visibility and product demand
- Track CTR, engagement, and conversion data to refine campaign targeting, messaging, and acquisition strategy
- Coordinate launch content, creator communication, and performance updates to keep campaigns organized and on schedule

Art Director & Content Strategist

Jan 2025 - Present

Align Magazine

Eugene, Oregon

- Lead editorial and promotional campaigns across print, digital, and events, reaching 10,000+ readers and 20,000+ digital interactions
- Direct a 10-person creative team to produce editorial layouts, campaign assets, launch materials, and sponsor-facing content on deadline
- Coordinate publication launch events with local partners, selling 100+ printed units through event promotion and audience engagement
- Develop story concepts, visual direction, and brand messaging to create polished communications across platforms

Digital Media Associate

Jul 2024 - Dec 2025

Center for Latino/a and Latin American Studies

Eugene, Oregon

- Executed 25+ digital communications campaigns, increasing audience reach by 35% through segmentation and content testing
- Wrote and scheduled email, newsletter, and social content to promote events, programs, and community initiatives
- Maintained analytics dashboards and shared insights to guide content strategy, improve engagement, and support stakeholder updates

Marketing & Social Media Intern

Jun 2025 - Sep 2025

Portland Fashion Week

Portland, Oregon

- Supported integrated campaigns for 15+ designers and sponsors, contributing to a 45% increase in social engagement during peak event promotion
- Produced runway, backstage, and experiential content that strengthened event storytelling and increased audience interaction across designer showcases
- Coordinated with creative, production, and designer teams to align promotional assets, event messaging, and sponsor visibility

LEADERSHIP

Ambassador, HER Campus Media and American Marketing Association; Member, Women in Business; Brand Ambassador, Dutch Bros Coffee and L'Oréal Paris

SKILLS

Media & Account Support: Client communication, stakeholder updates, pitch-style writing, campaign strategy, media research, deliverable tracking

Events & Outreach: Event promotion, partnership coordination, launch events, sponsor visibility, live coverage

Analytics: KPI reporting, Google Analytics, A/B testing, engagement analytics, campaign reporting

Tools: Microsoft Office, Google Suite, HubSpot, Salesforce, Meta Business Suite, Adobe Creative Suite, Canva

Languages: Spanish Native, English Fluent