

# Anna Hellickson

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## EDUCATION

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Loyola Marymount University

Bachelor of Arts • **Communication Studies with a Minor in Film, TV, and Media Studies**

Semester Abroad in Florence Italy

May 2025

Fall 2023

## EXPERIENCE

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AE Social, **Founder and CEO**

Jan 2024 - Present

- Lead AE Social, partnering with brands to develop digital marketing strategies
- Create and manage content across platforms including Instagram, Facebook, LinkedIn, and TikTok
- Analyze performance metrics and collaborate with clients to drive growth

TMZ, **Social Media Intern**

Mar 2025 - May 2025

- Designed graphics and wrote copy for Instagram, Facebook, and X (Twitter) posts
- Collaborated with the Social Media Team to develop engaging original content for TMZ and its partner brands
- Edited video content and conduct research to optimize performance across social media platforms
- Supported camera shoots by assisting with setup, production, and creative direction

LMU College of Communication and Fine Arts, **Social Media Manager**

Jan 2024 - Dec 2024

- Managed and executed content creation across Instagram, Facebook, and LinkedIn
- Structured calendar systems to manage content featuring professors and students, highlighting curriculum and program benefits
- Established cohesive brand identity across multiple platforms through tone and voice

MOCEAN Entertainment Marketing Agency, **Social Intern**

Jun 2024 - Aug 2024

- Produced content and creative strategies for brands, including Waymo, The Cheesecake Factory, Netflix, HBO, and Warner Brothers
- Leveraged trends and viral moments through reactive content ideation and execution
- Wrote copy for pitches, product launches, and campaigns for accounts
- Conducted competitor research and provided team with examples and rationale for ideating around deliverables

Olivia Poling Fitness, **Social Media Manager**

Dec 2021 - Aug 2022

- Developed and produced fitness and nutrition content for Instagram and TikTok
- Interacted with influencers and integrated trending content to maximize engagement and reach
- Executed social media outreach and email campaigns to acquire training clients, achieving a 99% retention rate.

Burns Recreation Center at Loyola Marymount University, **Supervisor**

Aug 2021 - May 2022

ROAM Enterprises, **Sales Associate**

Jul 2020 - May 2021

Simply Open Space, **Founder and Social Media Manager**

Apr 2020 - Apr 2021

Mcculley Design Lab, **Research and Development Intern**

Jun 2018 - Sep 2018

## SKILLS

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Social Media Management • Content Creation • Copywriting • Community Management • Campaign Development • Competitor and Trend Analysis • Project Management • Influencer Partnerships • Proficient in Sprinklr • Sendible