

ANADA LUCY NIELSON

CONTACT

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PORTFOLIO

<https://www.anadalucy.net/>

TECHNICAL SKILLS

Asana/Trello
Microsoft Office
Outlook
Slack
Social Media Management

PROFESSIONAL SKILLS

Active Listener
Creative Problem Solver
Easily Approachable
Fast Learner
Motivated/Organized

AWARDS

Utah Addy Awards 2023: Indeed

- Student Best of Show
- 5 Gold Awards

Red Cross

- 2 Silver Awards

Reddit

- Judges Choice
- 1 Silver Award

EXPERIENCE

ACCOUNT MANAGER & PRODUCER

BYU Adlab | Provo, UT | Feb 2021 - Present

- Initiate, manage, and follow up on projects to ensure successful campaigns from start to finish
- Design and present pitch decks regularly to both clients and creative teams
- Establish timelines, hold check-ins, and maintain contact with creative teams to ensure timely completion of projects

Accounts: Advil, Girl Scouts, Glossier, Indeed, Red Cross, Reddit

Clients: BYUtv, BYURadio, Moon Scooters

ADVERTISING CONSULTANT

BYU Student Connection & Leadership Center | Provo, UT | Mar 2021 - Present

- Collaborate with and teach new volunteers how to use our advertising process
- Create and edit content for the Center's website and social media platforms weekly
- Guide face-to-face efforts to reach out to the student body weekly

PROMOTIONS ASSISTANT

BYU Broadcasting | Provo, UT | Mar 2021 - Aug 2021

- Wrote weekly promotional content endorsing BYUtv's family centered vision and mission
- Consulted with outside entities to contract promotional content quarterly
- Researched content daily to create media strategies for successful campaigns

EDUCATION

BACHELOR OF ARTS COMMUNICATIONS - ADVERTISING

Account Management Emphasis, Psychology Minor

Brigham Young University | Expected Graduation April 2023