

Anastasia Bole

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WORK EXPERIENCE

Paper and Packaging Board

Jun. 2021 – Present

Marketing Manager | Jan. 2024 – Present

McLean, VA

- Manage social platforms and create organic and paid media content from brainstorming to posting for Instagram, Facebook, X, LinkedIn, Pinterest and TikTok with a combined following of 349k.
- Led internal review process and creative feedback for the campaign's paid influencer program as well as handle public relations' agency management. Successfully launching over 175 unique pieces of content with 20 influencers and garnering a 29% average engagement rate.
- Monitor social listening and acted as community engagement manager by checking platforms daily to track consumer sentiment and interact with followers on paid and organic content.
- Supervise a 100+ asset marketing and sales toolkit for 700+ users, enhancing assets when new data is available and efficiently onboarding all new users with a 1:1 meeting.
- Assist residential recycling program director in presentation pitches and trade show preparations, analyze QR code performance metrics to gauge program success and worked with partner agency to update program's microsite (box2nature.org) for a mobile-friendly consumer experience.
- Maintain the campaign's consumer Drupal website (howlifeunfolds.com) by refreshing 25 articles and building 10 new articles from SEO and social listening insights.

Social Media Coordinator | Oct. 2022 – Jan. 2024

- Planned monthly multi-channel content calendars with at least 15 unique engaging social content pieces, with an additional 2 TikTok/IG Reels and facilitated content approvals from USDA.
- Created in-house social ads that drove a VCR of 36% on IG Reels and 8% on TikTok and supported tracking paid social campaigns with UTM creation.
- Oversaw community engagement by monitoring and responding to comments, messages, and inquiries, while also building the reputation of P+PB as an authority in the sustainability space.
- Analyzed organic social media metrics with monthly reports to identify areas for improvement and new opportunities.

Marketing Communications Coordinator | Jun. 2021 – Oct. 2022

- Coordinated and wrote industry newsletter with 3k subscribers and increased open rate by 2% and CTR by 3%.
- Launched a new residential recycling mark, Box to Nature, with 20 national box companies participating.
- Led client services for the industry ambassador program with 100 members.
- Planned industry events with themed giveaways, oversaw tradeshow logistics and coordinated five industry-wide webinars.

James Madison University Orientation Office

Apr. 2019 – Apr. 2021

Marketing Assistant

Harrisonburg, VA

- Designed flyers, signage, and graphics for digital and print media to promote orientation programs.
- Managed, planned, and created social content with three posts a week and weekly Instagram polls.

EDUCATION

James Madison University

May, 2021

Bachelor of Arts, Media Arts & Design - Concentration in Creative Advertising

Harrisonburg, VA

Bachelor of Arts, English

- **GPA: 3.7/4.0; Magna Cum Laude**, Phi Beta Kappa
- Minor in British Communications & Media

ACHIEVEMENTS, CERTIFICATIONS & SKILLS

- **Achievements:** 2021 MADE Fellow; 2020 Vance & Betty Stickell Award
- **Skills:** Meta Business Suite, TikTok Ads Manager, LinkedIn Campaign Manager, Adobe Creative Suite, CapCut, Microsoft Suite, Google Workspace, Hootsuite, Sprout Social, Canva, MailChimp, Survey Monkey, Drupal, Wix, Brandfolder