

MAYA JANAE ANDERSON

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mayajanae.com

WORK EXPERIENCE

Media Associate > Media/Messaging Lead

The Anchor Group | Seattle, WA | Jan 2022-Present

- Led execution of project scopes and development of creative on an award-winning campaign that increased COVID-19 vaccine rates for WA's Black populations by 15%
- Developed campaigns to increase awareness and support for government/nonprofit organizations among multicultural audiences
- Coordinated outreach, creative, and run of shows for community events with clients, partner organizations, and media
- Created PSAs, radio ads, print and online promotional materials, and other deliverables with competing deadlines
- Collaborated on development of RFPs, client contracts, project scopes, case studies and internal communications documents

Program Assistant

Career Team | Tacoma, WA | Sept 2020-Jan 2023

- Implemented new strategies to improve team benchmarks by 19%
- Managed taskforce projects to enhance internal processes, increase employee participation, and improve work culture
- Led trainings and professional development sessions for all staff
- Revamped and maintained internal SharePoint site, company calendar, file database, and informational guides
- Reviewed, edited, and sent feedback on database records to maintain alignment with federal quality assurance standards

Web Designer

Self-employed | Burien, WA | June 2018-Present

- Used SEO techniques to increase site visibility to top Google rankings
- Designed websites and developed content in alignment with company brand
- Analyzed report data to update existing sites with marketing trends
- Developed lasting partnerships with positive client relations and brought in new clientele
- Created proposals, prepared presentations and composed reports

EDUCATION

Western Washington University

2017-2020 | Cum Laude | 3.88 GPA

Bachelor of Arts in Communication Studies

Minor in Journalism-Public Relations

Pierce College

2015-2017 | Honors | 3.87 GPA

Associate of Arts

SKILLS

- Multicultural Marketing
- Community Outreach
- Media Relations
- Project Management
- Data Analysis
- Graphic and Web Design

PROGRAMS

- Adobe Creative Suite
- Microsoft Office 365
- WordPress
- SharePoint
- Slack
- Social Media Platforms
- Case Management Databases

RECOGNITION

Silver Anvil Award

2023

Public Relations Society of America

Best in Public Sector

2023

PRWeek

Nationwide Employee Highlight

2022

Career Team

Non-fiction Magazine Article Winner

2021

Society of Professional Journalists

In-depth Reporting Finalist

2021

Society of Professional Journalists

Most Professional Journalist

2020

Klipsun Magazine