

ANNA CARSON WAGNER

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SUMMARY

Detail-oriented and relationship-driven communications professional with hands-on experience in company promotion, event marketing, scheduling coordination, and social media audience engagement. Proven ability to work with creatives, manage logistics, and promote events through digital platforms and community outreach. Strong organizational skills, creative instincts, and a deep appreciation for live music and artist development.

EDUCATION

Auburn University

Bachelor's Degree in Public Relations
Minor in Nonprofit & Philanthropy Studies
2021-2025

KEY SKILLS

- Artist & client relations
- Event coordination & scheduling
- Social media strategy & content creation
- Marketing support
- Creative direction & branding
- Organization in fast-paced environments
- Team-oriented worker
- Effective persuasive communication & negotiation

CERTIFICATIONS

- Social Media Marketing Certified: Adobe
- Social Media Content Certified: Adobe
- Presentation Design: Adobe
- Google Analytics Certified
- HTML & CSS Code Achievement Course Completion
- Responsible Conduct of Research Certification : CITI Program

CREATIVE EXPERIENCE

Founder & Freelance Creative

Anna Carson's Art | 2018-Present

- Manage all client relations, scheduling, pricing, and project timelines
- Collaborate with clients to deliver custom artwork, branding, and promotional materials
- Create visual assets including signage, murals, digital designs
- Balance multiple projects simultaneously while meeting deadlines and creative expectations
- Build client base through word-of-mouth, social promotion, community engagement, and positive relationships

RELEVANT EXPERIENCE

PR & Communications Lead

Worthy2 Nonprofit- Auburn/Opelika, AL | 2025- Present

- Support promotion and marketing for community events and fundraising efforts
- Manage social media content, newsletters, and the organization's website to increase audience awareness and attendance
- Collaborate with creative teams to align messaging, visuals, and event promotion strategy
- Provide logistical and marketing support for events, donors, and partners

Communications Head

Auburn University Project Uplift - Auburn, AL | 2023-2025

- Planned and scheduled recurring programming while coordinating communication between multiple partners
- Created promotional materials, graphics, and newsletters to support outreach initiatives
- Maintained organized records, schedules, and contact lists for clients and volunteers
- Assisted in pairing participants and managing ongoing relationship logistics

International Marketing Intern

NexGen Careers- Barcelona, Spain | 2024

- Collaborated with local businesses and creatives to develop tailored marketing strategies
- Assisted in building promotional plans and content calendars for public-facing campaigns
- Helped shape social media strategy to increase visibility and audience reach
- Gained experience working across cultures, time zones, and creative priorities

External Recruitment Head

Chi Omega Fraternity- Auburn, AL | 2023-2024

- Led and coordinated a 75-member team managing external relations and large-scale events
- Planned schedules, timelines and logistics for multi-day recruitment events
- Designed promotional layout and materials used for high-attendance events