

ANNA WATSON

Journalist, Artist, Graphic Designer

CONTACT INFO

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EDUCATION

Bloomsburg University of
Pennsylvania, Bloomsburg, PA
B.A. in Media and Journalism
Minor in Studio Art, Graphic Design
focus
GPA: 3.880
Dean's List: Fall 2019-Spring 2023

VOLUNTEER WORK

Media and Journalism Student
Ambassador
Member: May 2022 - May 2023

Bloomsburg Catholic Campus
Ministry
Leadership Team Member,
Social Media Manager: August
2020 - May 2023

SKILLS

Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Canva
Deadline Oriented
Detail Oriented
Digital Photography
Instagram, Twitter, Facebook, TikTok
Leadership
SEO tools
Storytelling

AWARDS

Bloomsburg Department of Media
& Journalism: Outstanding Student
Award in Journalism 2023

Phi Kappa Phi Recognition Award
2019-2020

WORK EXPERIENCE

THE VOICE STUDENT NEWSPAPER | Bloomsburg, PA
Editor-In-Chief

May 2022 - May 2023

- Plans bi-weekly print editions in consultation with student editors
- Efficiently leads a weekly editorial staff meeting
- Steps in to report, write, edit for web and print publication
- Skillfully conceptualizes and designs publication's front page via InDesign
- Assists with layout and style of publication's inside pages via InDesign
- Works with staffers to ensure timely submission of the paper to the printer

Sports Reporter & Editor

August 2019 - May 2022

- Writes 1-2 sports articles per week including: BU game previews, recaps, athlete spotlights and in-depth features
- Conducts interviews with student athletes & coaches' on a bi-weekly basis
- Participates in weekly editorial meetings to develop original article topics for upcoming publication
- Posts written articles to buvoice.com and social media including Instagram, Twitter and Facebook

PRESS ENTERPRISE INC. | Bloomsburg, PA

Sports Intern

January 2023 - May 2023

- Writes copy for "Today in Sports History" section ran in the daily paper
- Assists sports editors with daily section responsibilities in a timely manner
- Researches and conducts interviews with local coaches and former athletes
- Crafts compelling local sports feature articles for print and web publication
- Job shadows sports reporter in event coverage to gain live reporting and statistical tracking skills

PHILADELPHIA SPORTS NATION | Remote

Phillies Blogger

May 2021 - August 2021; June 2022 - August 2022

- Writes one article per week of at least 300 words covering the Philadelphia Phillies
- Incorporates featured images to each article, with 535 weekly average views
- Utilizes SEO tools including engaging headlines & relevant hashtags
- Posts articles to phlsportsnation.com and promotes on social media including Instagram & Twitter

RITA'S ITALIAN ICE | Downington, Exton, Malvern, PA

Treat Team Member

June 2018 - Present

- Provides exceptional customer service to customers, offering product knowledge and recommendations in a friendly manner
- Efficiently serves 50+ customers per hour at three fast-paced Rita's locations
- Responsible for cashing out sales totaling \$400 at least three times a week
- Manages daily ice-making production for store locations, bulk catering orders and truck events
- Conducts store opening/closing tasks by preparing water ice, topping station and custard machines for use, sweeps, mops, counts tips