

Annika Wimpari

Public Relations, Marketing & Social Media
B.A. Public Relations / Advertising

Public Relations and Advertising graduate with hands-on experience in social media strategy, digital content creation, and event promotion. Proven track record increasing engagement by 25% and driving successful cross-functional campaigns. Proficient in Canva, Adobe Creative Suite, Google Analytics, and Mailchimp. Passionate about storytelling, brand development, and community engagement through strategic communication.



annika@wimpari.com

810-819-9291

Grand Rapids, MI
Imlay City, MI

annika.wimpari.com

linkedin.com/in/annika-wimpari-gvsu

EXPERIENCE

Social Media & Marketing Intern The Flourish Society

04/2024 - 08/2024

Holland, MI

As a Social Media & Marketing Intern, I developed and scheduled multi-platform content calendars, contributing to a 25% increase in engagement over 3 months. Wrote press releases and strategic documents aligned with brand voice and outreach goals. Participated in collaborative meetings both in-person and via Zoom with management. Produced engaging visual content, fostering a unified brand message across all platforms.

Achievements/Tasks

- Contributed to a dynamic team environment, embracing feedback and learning opportunities to enhance personal and team growth.
- Enhanced social media strategies by leveraging analytics, leading to noticeable gains in audience engagement and brand visibility.
- Created interactive content formats that boosted user interaction, resulting in measurable improvements in overall campaign performance.
- Orchestrated cross-functional workshops to align marketing efforts, strengthening team cohesion and ensuring consistent messaging across platforms.

Marketing Liaison Tha Butterfly House

05/2023 - 08/2023

Grand Rapids, MI

As a Marketing Liaison for Tha Butterfly House, I created cross-promotions between Tha Butterfly House and Downtown Nutrition. This included creating infographics, flyers, and collaboration on a logo design. Efforts were also focused on a presence at the Grand Rapids PRIDE festival in both a promotional and volunteer capacity.

Achievements/Tasks

- Developed compelling marketing materials that increased engagement, generating noticeable results in event promotion.
- Demonstrated a proactive approach to learning, contributing to team success with fresh ideas and a positive attitude.
- Enhanced media strategy, increasing engagement rates and driving higher attendance at key events through targeted marketing.
- Tailored marketing messages to foster cross-promotion, leading to more effective outreach and strengthened brand presence.

Social Media & Marketing Intern Elevator A Go Go

01/2023 - 04/2024

Grand Rapids, MI

As a Social Media & Marketing Intern for Elevator A Go Go, I was responsible for developing an in-depth campaign for this music video / promotional start-up. I created flyers, social media posts, press releases, attended collaborative meetings both in person and via Zoom, and was responsible for leading the newly established creative team, delegating tasks to accomplish changing goals.

Achievements/Tasks

- Directed a student team of 3 in developing a multi-channel marketing campaign from concept to pitch, resulting in implementation by the client.
- Produced targeted flyers, social media content, and press releases, increasing brand awareness and consistency across platforms.
- Executed a comprehensive social media strategy that amplified engagement and drove substantial traffic to the company website.
- Actively contributed ideas in brainstorming sessions, fostering a creative environment that encouraged team collaboration and innovation.

SKILLS

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Google Workspace

Google Forms

Google Analytics

Microsoft PowerPoint

Microsoft Word

Microsoft Excel

MailChimp

Canva Design

EDUCATION

B.A. Public Relations / Advertising Grand Valley State University

2021 - 2025

Allendale, MI

Graduate - Magna Cum Laude Imlay City High School

2017 - 2021

Imlay City, MI

PROJECTS

Littlefoot Coffee Roasters Campaign

I served as the **Creative Director** for the overall campaign, in charge of branding, reviewing deliverables, tone of voice, and the overall creative decisions for the campaign.

Elevator A Go Go Campaign

Campaign was developed entirely by myself for my Fundamentals of Public Relations course, of which Elevator a Go Go was our class client. After presenting my campaign to the client, they recruited me to put my campaign into motion.

West Michigan Tourist Association

My Writing for Corporate Communications course worked with WMTA to complete a Communication Audit and Plan to identify areas for improvement.

ORGANIZATIONS

GVPRSSA

2021 - 2025

CERTIFICATIONS

MuckRack - Fundamentals of Media Relations(12/2023)

Hubspot Email Marketing Certification (11/2021)

Google Ads Display Certification (09/2020)

Google Ads Search Certification (09/2021)