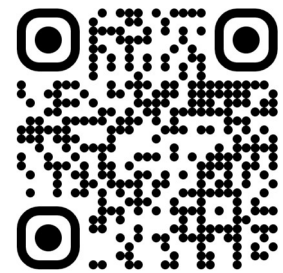


# Annika Wimpari

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## ABOUT ME

I am a graduate at Grand Valley State University with a Bachelor's Degree in Public Relations and Advertising. My emphasis is Public Relations, with interests in creative design, media relations, social media management, corporate communications, digital marketing, event planning, and influencer marketing. My industries of interest include music and entertainment, tourism, fashion, beauty, and the food and beverage industry.

## PROFESSIONAL SKILLS

- Adobe Illustrator, Photoshop, InDesign
- MuckRack Fundamentals of Media Relations Certification
- Google Workspace, Forms, Analytics
- Microsoft Word, Excel, Powerpoint
- Canva Design
- MailChimp Newsletters, Media Relations

## PREVIOUS INTERNSHIPS

### ELEVATOR A GO GO

#### Public Relations Intern

- Cultivated an in depth campaign for the startup company.
- Created flyers, social media posts, press releases, etc.
- Attended collaborative meetings both in person and via zoom.

### THA BUTTERFLY HOUSE

#### Communications Liaison

- Created/promoted a cross-promotion with both Tha Butterfly House and Downtown Nutrition.
- Created infographics, flyers, and collaborated on logos.
- Grand Rapids PRIDE festival both promotion/volunteer.

### THE FLOURISH SOCIETY

#### Marketing and Social Media Intern

- Social Media and Marketing Intern.
- Created/scheduled social media posts, strategic plans, job. descriptions, press releases, etc.
- Attended collaborative meetings both in person and via zoom.

## PERSONAL SKILLS

Communication  
Building Relationships  
Teamwork  
Adaptability  
Creativity  
Strategic Thinking  
Time Management  
Persuasion  
Works Well Under Pressure  
Open-Minded  
Honesty & Integrity

## EDUCATION

### GRAND VALLEY STATE UNIVERSITY

Allendale, MI, AUGUST 2021 - APRIL 2025  
B.A. Public Relations / Advertising Major  
GVPRSSA 2021-2025

Volunteered for the Beer, Food, and Wine Festival  
for Intro to Hospitality 2024

### IMLAY CITY HIGH SCHOOL

Imlay City, MI, AUGUST 2017-2021  
ACT 23, SAT 1080  
National Honors Society  
JV Basketball  
Varsity Tennis  
Wind Ensemble

## EMPLOYMENT

### FLANAGAN'S IRISH PUB

Grand Rapids, MI, Bartender, October 2021- PRESENT

- Crafted unique cocktails and served craft beers
- Prioritized customer satisfaction and contentment
- Thrived in a fast-paced, collaborative team environment

### STEVOS BAR & GRILL & BANQUET

Imlay City, MI, Server, Host, Bartender, June 2019-August 2022

- Ensured customer satisfaction and contentment
- Fostered a welcoming atmosphere for patrons
- Collaborated well within a team of servers

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## **PROJECTS**

### **THE FLOURISH SOCIETY MEDIA KIT**

For The Flourish Society, I created this Media Kit, to include a news release, a video news release (VNR), and included a media advisory, and pitch release focused on my number one recommended contact (found via MuckRack), and a fact sheet about The Flourish Society's Mentoring Program. Upon presenting my media kit to the nonprofit, they recruited me to be their Social Media and Marketing Intern for the summer of 2024.

### **ELEVATOR A GO GO CAMPAIGN**

This campaign was completed entirely by me, through my Fundamentals of Public Relations course. Elevator a Go Go was our class client. After presenting my campaign to Elevator a Go Go, they recruited me along with two other students to help put our campaigns into motion.

### **LITTLEFOOT COFFEE ROASTERS CAMPAIGN**

Littlefoot Coffee Roasters' campaign was crafted for my Senior Capstone, by a group that included myself and four other students. 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. We all took part in primary and secondary research, schedule and budget, but I was responsible for creating and completing Objective 2 with deliverables.

### **WEST MICHIGAN TOURIST ASSOCIATION**

During my Junior year at Grand Valley State University, my Writing for Corporate Communications course worked with West Michigan Tourist Association to complete a Communication Audit and Plan regarding what the organization was looking to improve in. After working with WMTA, I realized what a passion I had developed for Hospitality and Tourism PR, and started taking courses related to both hospitality and the food and beverage industries shortly after.

### **THE FLOURISH SOCIETY STRATEGIC PLAN**

During my internship with The Flourish Society, I participated in an eight-hour strategic planning event with DeVos Consulting and The Flourish Society's board members. In this session, as a collaborative team, we committed to which demographics we wanted to target, focused on our messaging, branding, and developed the steps needed in order to succeed in what we were striving for. It was an incredible learning experience getting to work alongside Afton DeVos and The Flourish Society board members.

### **HERE'S A LINK TO MY PORTFOLIO:**

**<https://annika.wimpari.com>**