



ANNIKA WIMPARI

PR, Marketing, Brand & Creative Professional

Marketing and brand professional with hands-on experience in promotional marketing, catalog and print production, email marketing, and corporate branding. Currently lead creative development for weekly and seasonal promotional campaigns supporting a rural lifestyle retail brand with 80+ locations across five states, carrying multi-page catalogs, in-store signage, and email campaigns from concept through print-ready proofing. Public Relations and Advertising graduate with a track record of increasing engagement by 25% and executing integrated, cross-functional campaigns. Proficient in Adobe Creative Suite, Mailchimp, and AI-assisted creative workflows (Adobe Firefly, ChatGPT, Claude). Thrives in fast-paced environments while managing multiple deadlines and stakeholder relationships.

CONTACT ME

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CORE COMPETENCIES

BRAND & STRATEGY

Promotional Marketing, Product Marketing, Corporate Branding, Brand Strategy, Branding & Identity, Brand Consistency, Creative Direction

CAMPAIGN & PRODUCTION

Marketing Campaign Development, Catalog & Print Design, Print Production & Proofing, Email Marketing, Multi-Channel Campaigns, Direct Mail Marketing

CONTENT & COLLABORATION

Content Strategy, Visual Communication, Social Media Strategy, Cross-Functional Collaboration, Project Coordination, Retail Marketing, Media Relations

TECHNICAL SKILLS

DESIGN & PRODUCTION

Adobe Illustrator, InDesign, Photoshop, Adobe Firefly; Canva; multi-stage print proofing and vendor coordination

MARKETING PLATFORMS

Mailchimp, HubSpot, Google Analytics, Meta Business Suite, Google Forms

AI TOOLS

Adobe Firefly, ChatGPT, Claude
AI-assisted image adaptation, generation, and creative ideation

PRODUCTIVITY

Microsoft Office Suite, Google Workspace

PROFESSIONAL EXPERIENCE

MARKETING BRAND COORDINATOR | FAMILY FARM & HOME 08/2025 – Present Muskegon, MI

Member of the corporate marketing team responsible for developing, editing, and submitting promotional marketing campaigns and product marketing materials for a major agricultural and rural lifestyle retail brand with 80+ locations across five states. Maintain brand strategy and corporate branding standards across catalogs, print collateral, in-store signage, direct mail, email, and digital assets.

- Lead creative development for Family Deals of the Week promotional campaigns, producing cohesive print and digital assets including handouts, in-store signage, and email marketing campaigns.
- Design and produce 10–16 page promotional catalogs and monthly 2-page promotional handouts using Adobe Creative Suite (InDesign, Illustrator), managing revisions and approvals through multiple proofing stages to ensure accuracy, brand consistency, and print readiness.
- Spearheaded the rebrand of weekly promotional and recurring email campaigns, launching with the Memorial Day campaign, to improve brand consistency and customer engagement.
- Design, build, and manage email marketing campaigns in Mailchimp, creating visually engaging layouts that hold to brand standards while optimizing promotional messaging.
- Manage the print production and proofing workflow in partnership with the internal marketing team and RR Donnelley (RRD), ensuring quality control and on-time delivery.
- Partnered with RR Donnelley to develop and implement point-of-purchase (POP) storefront materials rolled out across 80+ retail locations in five states.
- Partner with Merchant Buyers to strategically select promotional products that maximize sales performance and drive in-store traffic; participate in weekly merchandising meetings to review catalog and handout proofs and align marketing initiatives with business objectives.
- Collaborate with the Social Media Manager and internal marketing teams in weekly creative planning sessions to develop content strategies aligned with active advertising campaigns, seasonal promotions, and industry trends.
- Integrate AI tools (Adobe Firefly, ChatGPT, Claude) into creative workflows to adapt brand imagery, generate supporting assets where existing photography is unavailable, and accelerate copywriting and concept ideation.

SOCIAL MEDIA & MARKETING INTERN | THE FLOURISH SOCIETY 04/2024 - 08/2024 Holland, MI

- Developed and scheduled multi-platform content calendars over a 3-month period, contributing to a 25% increase in engagement through data-driven social media strategy.
- Wrote press releases and strategic content aligned with brand voice and outreach goals.
- Produced visual content using Canva and Adobe tools, contributing to campaign cohesion across platforms.
- Participated in cross-functional workshops to align messaging and marketing efforts across teams.

CERTIFICATIONS

MuckRack - Fundamentals of Media Relations (12/2023)

HubSpot Email Marketing Certification (11/2021)

Google Ads Search Certification (09/2021)

Google Ads Display Certification (09/2020)

KEY PROJECTS

LITTLEFOOT COFFEE ROASTERS CAMPAIGN

Creative Director. Directed branding, tone of voice, and visual identity; reviewed deliverables and coordinated creative assets through rollout.

ELEVATOR A GO GO CAMPAIGN

Student-Led Initiative. Designed and presented a complete PR strategy independently; recruited by the client to implement the campaign.

WEST MICHIGAN TOURIST ASSOCIATION

Communications Audit. Conducted a communication audit and built a plan identifying areas for organizational improvement.

MARKETING LIAISON | THA BUTTERFLY HOUSE 05/2023 - 08/2023

Grand Rapids, MI

- Built cross-promotional partnerships with local businesses, improving event outreach and turnout.
- Designed branded materials including infographics, flyers, and logo collaboration for social and print use.
- Promoted events at the Grand Rapids PRIDE Festival in both a promotional and volunteer capacity.
- Developed targeted marketing messages that increased local engagement and strengthened brand presence.

SOCIAL MEDIA & MARKETING INTERN | ELEVATOR A GO GO 01/2023 - 04/2023

Grand Rapids, MI

- Directed a student team of 3 in developing a multi-channel marketing campaign from concept to pitch, resulting in client implementation and subsequent internship recruitment.
- Created flyers, press releases, and social content that increased brand visibility and consistency across platforms.
- Executed a full social media strategy that drove significant website traffic and engagement.
- Conducted media research and developed targeted outreach strategies for campaign launch
- Maintained regular client communications and progress reports throughout project

EDUCATION & CREDENTIALS

B.A. PUBLIC RELATIONS & ADVERTISING

Minor: Hospitality & Tourism Management

Grand Valley State University | 2021-2025 | Allendale, MI

Member, Grand Valley Public Relations Student Society of America (GVPRSSA), 2021–2025

Relevant Coursework:

- Fundamentals of Public Relations
- Writing for Corporate Communications
- Media Relations and Crisis Communication
- Integrated Marketing Communications

High School Diploma - Magna Cum Laude

Imlay City High School | 2017-2021 | Imlay City, MI