

# Anna Kuell

Chicago, IL

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## EDUCATION

**DePaul University** | BA, Public Relations and Advertising | Minor: Event Planning

Chicago, IL | 3.98 GPA | Dean's List | Expected Graduation 2026

**American Institute for Foreign Studies** | Rome Global Education Center

Rome, Italy | Fall 2024 Study Abroad

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## SKILLS

- **Public Relations:** Media Outreach, Press Releases, Stakeholder Engagement
- **Marketing & Digital Strategy:** Social Media Campaigns, SEO, Website Management + Design
- **Technical Tools:** Canva, Google Analytics, Meta Suite, Adobe Creative Suite, Qualtrics

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## EXPERIENCE

### Event Coordination and Branding Intern

*TastyTrade, TastyLive* — Chicago, IL | **June 2025 – August 2025**

- Support the events team in planning, executing, and analyzing various events.

### Public Relations and Marketing Intern

*The Borgen Project* — Remote | **June 2024 – August 2024**

- Launched a fundraising campaign, exceeding goals by 116%, securing an average \$48.44 donation per contributor.
- Secured three media placements, increasing brand visibility and audience engagement.
- Drove a 700% increase in web traffic by executing a strategic branding and marketing campaign.
- Managed weekly advocacy efforts, directly engaging with six+ Congressional offices to drive policy action.
- Developed marketing materials and digital outreach content under strict deadlines.

### Lollapalooza University

*Festival University* — Chicago, IL | **August 2024**

- Completed an intensive behind-the-scenes shadowing program at one of the world's largest music festivals.
- Engaged with industry professionals on panels covering music production, artist management, and large-scale event logistics.
- Expanded professional network, building connections with key stakeholders in the live entertainment industry.

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## INVOLVEMENT

**Public Relations Student Society of America (PRSSA)** – Member (2022 – Present)

**DePaul Music Business Organization (DMBO)** – Member (2024 – present)

