

# ANNA KUELL

PUBLIC RELATIONS, EVENT PRODUCTION & COMMUNICATIONS PROFESSIONAL

## ABOUT ME

Creative and driven communicator who turns ideas into meaningful connections. I thrive in fast-paced environments where strategy and creativity come together.

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🌐 Annakuell.com

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📍 Chicago, IL

## EDUCATION

### MA in Public Relations & Advertising

DePaul University

2025 – 2027

### BA in Public Relations & Advertising

DePaul University

Minor: Event Planning

GPA: 3.98 | Dean's List

2022 – 2026

### American Institute for Foreign Studies

Rome Global Education Center

Fall 2024 Study Abroad

## SKILLS

### Public Relations & Communications:

- Media Outreach & Pitching, Press Release Writing, Stakeholder & Client Relations, Advocacy Communications, Brand Messaging

### Marketing & Digital Strategy:

- Social Media Strategy & Content Creation, Experiential & Event Marketing, Audience Engagement Strategy, SEO, Website Management & Design

### Event Production & Promotion:

- Live Event Logistics, Vendor Coordination, Tour Routing & Venue Outreach, On-Site Event Support, Pre-Production Planning, Festival & Industry Networking

### Technical Tools & Analytics:

- Google Analytics, Meta Business Suite, Adobe Creative Suite, Canva, Qualtrics, Microsoft Excel

## INVOLVEMENT

### Public Relations Student Society of America

Member | 2022 – Present

### DePaul Music Business Organization

Member | 2024 – Present

### American Advertising Federation

College Chapter Member | NSAC Competitor, Project Manager | 2025 – Present

## CERTIFICATIONS

### Google Ads Certifications (2025)

- Ads Measurement
- AI-Powered Shopping Ads
- Ads Display

## EXPERIENCE

### PROJECT MANAGER

#### NATIONAL STUDENT ADVERTISING COMPETITION | AAF | 25/26 SCHOOL YEAR

- Aided in developing a fully integrated advertising campaign for the *American Advertising Federation National Student Advertising Competition*, including strategy, creative, media, and research deliverables from concept to pitch.
- Managed project timelines, delegated responsibilities, and ensured alignment across creative, media, and account teams to meet strict competition deadlines
- Present campaign strategy and execution plan to industry professionals and judges

### ARTIST DEVELOP & MARKETING STRATEGY INTERN

#### JEFF MCCLUKSY & ASSOCIATES | FALL 2025 | CHICAGO, IL

- Conducted venue outreach and coordinated tour routing logistics for independent artists.
- Attended and covered live shows and festivals, building relationships with industry professionals and supporting on-site promotion efforts.
- Assisted with social media strategy, content creation, client communications, and campaign execution.
- Supported radio promotion, artist management, and marketing strategy initiatives for clients.

### EVENT PRODUCTION & BRANDING INTERN

#### TASTYTRADE, TASTYLIVE | SUMMER 2025 | CHICAGO, IL

- Assisted in the planning and execution of live and branded events that connected TastyLive's audience with its investing content and platform.
- Supported pre-production logistics, including vendor coordination, timelines, and on-site setup for 5+ shows around the country.
- Gained hands-on experience in experiential marketing, live event logistics, and consumer-facing brand strategy within the fintech/media space.

### PUBLIC RELATIONS & MARKETING INTERN

#### THE BORGREN PROJECT | SUMMER 2024 | VIRTUAL

- Secured three media placements, increasing brand visibility and audience engagement.
- Managed weekly advocacy efforts, directly engaging with 6+ Congressional offices.
- Developed marketing materials and digital outreach content under strict deadlines.

### LOLLAPALOOZA UNIVERSITY STUDENT

#### FESTIVIVAL UNIVERSITY | SUMMER 2024 | CHICAGO, IL

- 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.