






# ANNA KUELL

PUBLIC RELATIONS, EVENT PRODUCTION & COMMUNICATIONS PROFESSIONAL

## ABOUT ME

Public relations and marketing student with a passion for branding, storytelling, and strategic communication. Interested in work where creativity and strategy intersect, creating authentic, culturally relevant campaigns that make people pause instead of scroll.

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## EDUCATION

### MA in Public Relations & Advertising

DePaul University  
2025 – 2027

### BA in Public Relations & Advertising

DePaul University  
Minor: Event Planning  
Summa Cum Laude honors  
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

#### GRAMMY U

Member | 2026 - Present

#### REVERB

Media Assistant / Greeter & Box Office volunteer

## CERTIFICATIONS

NYU Music Industry Essentials Certificate (2026)

CITI Responsible Conduct of Research (2026)

Google Ads Certifications (2025)

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

## AWARDS

### Outstanding Achievement & Leadership Award in Advertising

DePaul University College of Communication |  
Class of 2026

## EXPERIENCE

### VENUE NATION ROTATIONAL PROGRAM INTERN

LIVENATION SUMMER 2026 | ON-SITE

- Support live event operations through rotations in marketing, fan services, operations, merchandise, food and beverage, HR, production, special events, PSS, and ticketing
- Assist with guest services, event logistics, staffing coordination, and day-of-show execution across multiple venues and events
- Gain hands-on experience in venue management, crowd operations, and cross-functional collaboration within the live entertainment industry

### PUBLIC REALTIONS INTERN

STRATEGIC HEIGHTS MEDIA | SPRING 2026 | REMOTE

- Compiled and distributed daily media coverage reports while tracking client mentions and analyzing campaign performance
- Drafted press releases, media alerts, and pitch materials to support strategic media outreach
- Monitored media and social trends to identify timely opportunities and contribute to campaign strategy development

### PROJECT MANAGER

NATIONAL STUDENT ADVERTISING COMPTITION | 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

### ARITIST DEVELOP & MARKETING STRATEGY INTERN

JEFF MCCLUKSY & ASSOCIATES | FALL 2025 | CHICAGO, IL

- Conducted venue outreach and coordinated tour routing logistics for independent artists.
- 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.

### LOLLAPALOOZA UNIVERSITY STUDENT

FESTIVAL 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.