



**anna k stokes**  
marketing | design | ux | management

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## experience

### GREATER PHILADELPHIA CHAMBER OF COMMERCE

Since October 2015 • Director of Marketing

In this role I lead a team of marketing and design professionals in the development and implementation of a strategic marketing plan that supports the acquisition, engagement and retention of Chamber members, program and event promotion and integrated messaging across its family of sub-brands.

### DESIGNER + MARKETING CONSULTANT

#### Web and Graphic Design, Branding and Marketing Strategy

Since 2008

I have been fortunate to work with outstanding individuals and organizations to help them develop a language, look and strategy that articulates their value in a crowded marketplace. While I've limited by consulting work in recent years, since 2011 I have had the distinct privilege of helping the Philadelphia-based nonprofit After School Activity Partnerships shape how they present themselves to their community. Through their website, annual reports, newsletters and other collateral, we tell the story of the substantial impact of this incredible organization and make a case for continued support.

### ARTS + BUSINESS COUNCIL OF GREATER PHILADELPHIA

#### An Affiliate of the Greater Philadelphia Chamber of Commerce

2014–2015 • Director, Marketing + Operations

2011–2014 • Manager, Marketing + Operations

I had the pleasure of building and being part of the team that's reshaped how the business and creative sectors exchange ideas, skills and opportunities in the Philadelphia region. My main, but ever-fluid, responsibilities included cross and multi-platform marketing strategy, metrics and design, event and program development, financial management, personnel management and general operational oversight.

### BORDERS BOOKS INC

2004–2009 • Manager

My time with Borders (managing a \$1.3 million, 15 employee, Center City Philadelphia location) set the groundwork for managing budgets, personnel and client expectations. I learned a great deal about working with and for the customer and motivating a young staff to do the same.

## skills



PERSONNEL  
MANAGEMENT



COLLABORATION



PROBLEM  
SOLVING



PROCESS  
DEVELOPMENT



DIGITAL  
MARKETING



BRANDING



UX + EVALUATION



DESIGN



WRITING

I am dedicated to finding the most elegant and customer-focused solution across disciplines and platforms.

## education



**DREXEL UNIVERSITY**  
College of Computing  
& Informatics

**Master of Science**  
Information Systems

*summa cum laude*

2016



**MOORE COLLEGE OF ART  
& DESIGN**

**Certification**  
Digital Media for Print and Web

2010



**TEMPLE UNIVERSITY**  
& TYLER SCHOOL OF ART

**Bachelor of Arts**  
Dual Major: English and Art History  
Minor: Print Making

*magna cum laude*

2006