

ANNIE DAVID

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Portfolio available upon request.

SUMMARY

Marketing and communications professional specializing in content strategy, cross-functional initiatives, and brand development. Experienced in translating complex information into engaging campaigns, presentations, and marketing assets that strengthen communication and support organizational growth.

CORE COMPETENCIES

Marketing Strategy | Content Marketing | Brand Development | Internal Communications | Executive Communications | Project Management | Cross-Functional Collaboration | Event Marketing | Presentation Design | Website Management | Email Marketing | SEO | CRM Campaigns | Vendor Management | Visual Content Creation

TECHNOLOGY

Adobe Creative Suite (Photoshop, Lightroom, Illustrator, InDesign) | Canva | WordPress | Google Analytics | HubSpot | Mailchimp | Buffer | Microsoft Office Suite | AI Tools

WORK EXPERIENCE

Penhall (Remote)

Feb 2025 - Present

Marketing & Communications Strategist | Mar 2026–Present

Digital Marketing Specialist – Social Media & Campaigns | Feb 2025–Mar 2026

- Serve as a primary marketing and communications resource supporting 35+ branches and multiple divisions across a national organization.
- Established and expanded marketing processes, brand standards, and communication efforts in an environment where responsibilities were previously decentralized across departments.
- Partner with executive leadership, business development, HR, safety teams, regional leaders, and operations personnel, managing competing priorities and supporting organization-wide initiatives.
- Lead development and execution of marketing and communications initiatives including sales presentations, case studies, internal communications, email campaigns, advertising assets, event materials, and employee communications.
- Design and manage branded collateral including banners, signage, posters, stickers, promotional materials, and marketing assets that support field teams, events, and corporate initiatives.
- Oversee branded merchandise programs, vendor relationships, and ordering platforms to improve accessibility, consistency, and brand compliance across locations.
- Manage website content, blogs, review management initiatives, and digital assets while collaborating with outside agencies to strengthen brand visibility and online presence.

- Lead photography and video production across the United States to document projects, operations, and company capabilities, strengthening internal communications and external brand storytelling.
- Develop templates, systems, and resources that improve communication and create consistency across branches and departments.
- Increase content output and strengthened brand visibility through employee recognition campaigns, project highlights, safety communications, company announcements, and social media initiatives.

Touro University Nevada (Hybrid)

Nov 2021 - Feb 2025

Manager of Student Communications | November 2022–February 2025

Interim Program Manager, Physical Therapy | August 2023–November 2024

Admissions Online Specialist | November 2021–November 2022

- Promoted into a leadership communications role supporting recruitment and engagement initiatives across six academic programs.
- Managed communications and marketing efforts for more than 100 annual admissions events while supporting thousands of prospective students throughout the recruitment process.
- Spearheaded a three-month postcard campaign across six academic programs to increase engagement and support student retention initiatives.
- Authored and designed a comprehensive 100-page institutional resource guide to streamline student onboarding and boost long-term retention.
- Designed and implemented a 12-part CRM email campaign to nurture prospective students through the admissions funnel.
- Produced and contributed to The College Tour episode streaming on Amazon Prime, assisting with script development and casting.
- Collaborated with university leadership and external vendors to execute advertising campaigns, recruitment initiatives, and communication strategies.
- Supervised student employees and supported content development and social media efforts.
- Directed recruitment and retention efforts for the Doctor of Physical Therapy program while managing admissions processes and reporting.

Falling Rocks Photography

Jan 2022 - Present

Owner & Photographer

- Founded and manage a successful photography business, managing end-to-end operations, digital marketing, SEO strategy, and high-volume client acquisition for 300+ clients.
- Oversee branding, website management, SEO, contracts, marketing, licensing, and customer experience.
- Lead all aspects of photography and video production, editing workflows, operations, and client experience.

Volunteers of America

Nov 2020 - May 2021

Executive Assistant

- Supported financial, administrative, and operational functions while maintaining records and coordinating organizational initiatives.

Summit Psychology**Sep 2018 - Dec 2019***Social Media Marketing Manager*

- Developed social media strategies, redesigned the website, and implemented SEO initiatives to improve online visibility.

SELECTED ACHIEVEMENTS

- Producer, *The College Tour* Episode — Touro University Nevada (2024)
- Nominated for Employee of the Year — Touro University Nevada (2024)
- Chair, Staff Council Committee — Touro University Nevada (2023)

EDUCATION**Fort Lewis College**

Bachelor of Arts in Psychology

Minor: Criminology • High Honors

CERTIFICATIONS

OSHA 10-Hour Construction Safety Certification

HubSpot Content Marketing & Inbound Marketing Certifications
