

# ANNA GLINA | CREATIVE STRATEGIST & BRAND MARKETING MANAGER

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Digital marketing expert & multi-disciplinary project leader with 10 years of experience creating cross-channel, user-driven, data-informed brand experiences

## EXPERIENCE

### BCG – BOSTON CONSULTING GROUP

BOSTON, MA

#### GLOBAL ALUMNI STRATEGY & ENGAGEMENT MANAGER

2023 – 2024

- Lead, Global Alumni Program brand strategy & activation. Drove visual identity & positioning across firm's internal (30k+ staff), external (38k+ alumni) & global audiences, including on alumni site, newsletters, internal platforms, & social
- Owner, 'Worldwide Alumni Day'. Scaled annual flagship series by 50% from 60 to 90+ events, driving campaign & messaging development, vendor relations, asset delivery, & pre-building platforms to enable 100s of local teams to plan, deploy & host on-site events & report outcomes. Generated thousands of attendees & millions of digital impressions
- Lead, 'Global Alumni Feedback Survey'. End-to-end owner, from question design, to engagement campaign, to qualitative & quantitative analysis & senior stakeholder reporting. Grew response rate 220% vs. 2022, reduced incompletes, drop-offs
- Rolled out Marketo to 100+ alumni coordinators, scaling local alumni event capabilities to grow annual portfolio 30%+
- Facilitated onboarding, learning & development for 100+ coordinators & affiliated teams on key alumni business processes - eg. CRM, GDPR, alumni influenced business, engagement. Boosted practitioners' platform, tool & technology competencies via live virtual forums, custom learning journeys, reference materials, enhanced templates
- Launched & managed multiple digital products - Alumni Directory, Alumni Job Board, L&D platforms - evolving UX/UI per user & practitioner feedback. Facilitated product design, mapping & user journeys, visual identities & brand packages, front- & back-end optimization, data & process flows, sync with CRM, SFMC & other platforms

#### GLOBAL ALUMNI STRATEGY & ENGAGEMENT PROJECT LEADER

2020 – 2022

- Optimized global support model with self-service tools promoting global alumni offer & local programming
- Captured & reported KPIs & marketing strategies representing 80% of local alumni population & 90% of local alumni ops

#### BCG – GLOBAL BRANDING & DESIGN PROJECT LEADER

NEW YORK CITY, NY

- Creative strategy team lead, global recruiting campaign with modular localization
- Core member from development to launch, including messaging design, creative direction, casting, market testing, visual language & guidelines, creation of interchangeable visual & messaging system to meet varied & changing recruiting needs

#### BCG – GLOBAL BRANDING SPECIALIST

2017 – 2019

- Core team member, BCG Logo Rebrand. Worked with <15 stakeholders, including brand & design directors, CEO, CMO, Executive Committee & creative design agency to rebrand BCG's corporate visual identity, launch globally
- Strategic advisor, brand strategist for firm-wide brand architecture initiative. Interfaced between designers & consulting teams to (re)brand 80+ external commercial entities & internal initiatives, including BCG GAMMA & data products

#### BCG – GLOBAL BRANDING & MARKETING OPERATIONS SPECIALIST

2016 – 2017

#### BCG – GLOBAL BRANDING & MARKETING OPERATIONS, GLOBAL ALUMNI RELATIONS CO-OP

2014 – 2016

## PLATFORMS & SKILLS

- **Suites - Microsoft:** PowerPoint, Excel, Outlook, Word, OneNote, SharePoint, Teams | **Google:** Gmail, Calendar, Drive, Sheets, Slides | **iWork:** Pages, Keynote, Numbers | **Adobe:** Photoshop, Illustrator, InDesign, Acrobat Pro
- **CRM, Marketo, Salesforce Marketing Cloud (SFMC)**
- **Trello, Slack, BlockKit Builder, Zoom, Dropbox**
- **Sketch, Canva, Figma, Miro**
- **Wordpress, Squarespace, Wix**
- **Tableau, Google Analytics, Business Intelligence**
- ChatGPT, DALL-E, Claude, Bing AI (MS Copilot)
- Brand strategy & integrated marketing campaigns
- Brand architecture, platforms, messaging & visual identity
- Project, stakeholder, change & knowledge management
- Corporate communications & client services
- Market research, user testing, survey design
- Design systems, design-at-scale, asset management
- Digital Marketing Operations, CMS & CRM systems
- Business impact KPIs & tracking
- Learning, development & enablement
- AI tools, platforms & process implementation

## EDUCATION

### NORTHEASTERN UNIVERSITY

BOSTON, MA

#### BACHELOR OF ARTS – MAGNA CUM LAUDE - COMMUNICATION & MEDIA STUDIES

2011 – 2016

- Honors Program 2011 – 2016; Dean's List 2012, 2013, 2016
- Communication Studies Junior Scholar 2015: Awarded to top students by GPA & formal faculty recommendation