

XERNAY ANIWAR

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www.xernay.com

EXPERIENCE

SYNDUIT | Oct 2018-Present

Content and Marketing Specialist

- Ideate, research, and write full B2C and B2B marketing campaigns for a wide variety of clientele with a focus on the health and wellness industry
- Develop holistic digital marketing strategy for in-house software products launching in 10 separate vertical markets (includes conceptualization of brand identity, key messaging strategies, value propositions, and audience profiling) resulting in over 3500 new leads
- Collect, analyze, and report KPIs from paid media strategies including Google Ads, Facebook Business Suite

Tuning in From Within (podcast) July 2021-Present

Producer

- Work alongside hosts to select and research show topics regarding women's health
- Write scripts, edit audio recordings, and actively work to ensure that content is relevant and accessible to diverse audiences

Americorps VISTA - University of Nevada Reno | Jan 2017-Dec 2018

Marketing and Outreach Coordinator - Sanford Center for Aging

- Conducted qualitative interviews with program directors, patients, and community members to establish a marketing strategy for the Sanford Center for Aging, a branch of the UNR Medical School focused on public health initiatives and support for the elderly community in Washoe County, Nevada
- Collaborated with program directors and executives of Alzheimer's Association to conceptualize, promote, and manage events, curate digital marketing presence, and create print materials for community distribution

WUNC - National Public Radio | June 2017-Dec 2017

Administrative Assistant Internship

- Worked closely with news director to organize and archive internal data, research stories, edit sound bites, upload digital news articles, and evaluate/filter inbound messages to studio
- Assisted in production for *The State of Things* by pitching segment ideas, collaborating with reporters, and booking weekly musical guests

SKILLS

Software: Microsoft Office, Adobe InDesign, Adobe Audition, Adobe Premiere, PowerPoint, Excel, Google AdWords, Google Analytics, Google Docs, Facebook Ads, Instagram Ads, Slack, Asana, WIX Analytics, WordPress, (learning HTML and Python)

General: Exceptional Communication Skills, Social Media Management, Project Management, Qualitative Research, Strategic Planning, Brand Development, Digital Marketing, Working Knowledge of SEO, Newsletters, Content Marketing, Survey Design, Interviewing, Conversational Chinese

EDUCATION

2013 - 2016 • BA in Strategic Communications with minor in Psychology
Elon University, Elon, NC | Graduated Deans List | GPA: 3.6