



Anna Berlett

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Experience

Volunteer Marketing Intern

Bemis Center for Contemporary Arts

1/2011 – 4/2011

- ✂ Tracking media coverage
- ✂ Photographing, editing and compiling artwork on the website for the Annual Art Auction
- ✂ Plan and Execute Foursquare/ Twitter campaigns

Volunteer Program and Marketing Intern

Boy Scouts of America, Mid-America Council

8/2010 – 12/2010

- ✂ Creation of 44-page Leadership Guide and Direct mail piece for Cub Camping
- ✂ Developed collateral material and helped coordinate activities at ScoutQuest, 9,000 scout attendees
- ✂ Developed presentation materials for the program manager and board for Youth Recognition Event, 200 attendees

Virtual Services Intern

UNO Criss Library

5/2010 – 8/2010

- ✂ Webpage development and maintenance
- ✂ Digitization and metadata creation for archives
- ✂ Website usability/functionality studies

Volunteer Marketing Intern

Omaha Children's Museum

5/2010 – 8/2010

- ✂ Assemble and deliver press kits
- ✂ Assist with new exhibit opening, Clifford the Big Red Dog
- ✂ Research demographics for upcoming exhibit

UNO Gateway

Advertising Producer

8/2010 – Present

- ✂ Design advertisements for a bi-weekly university newspaper
- ✂ Build and maintain relationships with clients

Production Manager

1/2010 – 5/2010

- ✂ Layout of 8-12 page newspaper
- ✂ Adobe InDesign CS4 and Mac OS

Graphic Design Intern

Office of Latino/Latin American Studies

11/2008 – Present

- ✂ Created marketing material for Cumbre 2010, Fourth Latino/Latin American Summit of the Great Plains (international attendees)
- ✂ Develop flyers and web-ready bilingual projects

Education

University of Nebraska at Omaha (UNO)

Dual Degrees:

Bachelor of Arts in Communication, Journalism: Public Relations and Advertising

Bachelor of Arts, Art History: Museum Studies

GPA: 3.63 / 4.0 Dean's List

Expected graduation date: May 2011

Achievement

✂ 2011 Outstanding Journalism Major in the School of Communication (UNO)

✂ 2011 American Advertising Federation 2011 Most Promising Minority Program (National)

✂ 2010 Art and Art History Department's (UNO) Whitmore Memorial Scholarship

✂ 2008 American Advertising Federation Mosaic Center Home Depot Scholarship Most Promising Minority (National)

✂ Next Generation Leadership Scholar (UNO)

✂ Omaha Federation of Advertising Scholarship Three consecutive years

Involvement

✂ **American Advertising Federation's National Student Advertising Competition**

8/2009 – 5/2010

-Principle Designer

✂ **Lambda Pi Eta, Communications Honor Society**

1/2009 – Present

-Founding President

-2010 Rookie Chapter of the Year,

National Communication Association

✂ **College of Fine Arts and Media**

Student Advisory Committee

8/2009 – Present

✂ **UNO Chapter of Habitat for Humanity**

8/2009 – Present

-Founding Member

-Marketing Chair, 8/2009 – 12/2010

✂ **UNO Ad Club**

2/2007 – Present

-President, 5/2008 – Present

-Recruitment Coordinator, 5/2007 – 5/2008