

annamonnett.com

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Anna Monnett

EXPERIENCE

02

Aug 2022 - Current

Richmond, VA

Various Clients | Social Media

Created strategic content and managed brand voice while growing engagement. Analyzed metrics to optimize impact.

Oct 2020 - Jan 2023

Richmond, VA

BrownGreer PLC | Claims Manager

Analyzed data to refine communications, focusing on audience research and quality control. Developed training materials and guided teams while improving messaging storytelling.

June 2019 - July 2019

New York, NY

Foundry 360 | Design Intern

Created branded content, including published articles for GEICO, and developed industry reference materials for PROTO magazine.

Assisted in multimedia production and crafted ad copy that aligned with brand strategy and audience insights.

EDUCATION

03

VCU Brandcenter

2024-2026 | Richmond, VA

M.S. in Business and Branding

Concentration in Experience Design

University of Pittsburgh

2016-2020 | Pittsburgh, PA

B.A. in English Writing

Concentration in Fiction Writing

Minor in French Language

SKILLS

04

Design Thinking

Visual Design

Product Design

Concepting

UX/UI Research & Design

Branding

Animation

TOOLS

05

Figma

Adobe CC

Procreate

Blender

Womp 3D

Framer

Midjourney

PASSIONS

06

VHS tapes & vintage nostalgia

Biking my city

Yoga (savasana)

Reading & overanalyzing books

Sewing questionable outfits

Natural fabrics & textile obsession

Practical effect horror

So-bad-it's-good comedy

Eternal devotion to Lady Gaga