

ANNA BROWN

MARKETING OPERATIONS | CREATIVE PROJECT MANAGEMENT | EVENTS & COMMUNICATIONS

CONTACT

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SUMMARY

Marketing operations and creative project leader with 18+ years of experience turning complex ideas into successful, organized execution. Expertise spans marketing operations, brand and web initiatives, video production, internal communications, events and enterprise project management. Known for leading complex initiatives from concept through launch while aligning stakeholders, technology, vendors and timelines.

CORE EXPERTISE

Marketing & Creative: Marketing Operations • Creative Project Management • Brand Standards • Rebrands • Website Content & UX • Video Production & Editing • Content Development • Presentation Design • Collateral

Communications & Events: Executive Communications • Internal Communications • Change Communications • Customer Communications • Corporate Events • Conferences • Event Promotion • AV • Registration • Attendee Communications • Vendor Coordination

TECH STACK

Microsoft & Administration:

Microsoft 365 • SharePoint Administration & Site Development • Microsoft Planner • Copilot Implementation & Training • Advanced PowerPoint/Executive Presentations • Trello Administration • HubSpot • Wistia • Brandfolder • Oktopost

Creative / Production:

Adobe InDesign • After Effects • Premiere Pro • Canva • Camtasia • Videoleap • Final Cut Pro • iMovie • WeVideo • Animoto

Marketing / Web:

WordPress • Eloqua • Sprout Social • Website Content & UX

EDUCATION

Culver-Stockton College
Bachelor of Fine Arts, Stage Management

WORK EXPERIENCE

Chief of Staff

Tech Electronics

JAN 2024 - Present

- Partner with executive leadership to drive strategic initiatives, organizational priorities, executive communications and cross-functional execution.
- Lead enterprise initiatives from planning through implementation, including Acumatica ERP rollout, coordinating stakeholders, communications and employee training ahead of go-live.
- Contributed to a 12-month corporate website redesign, leading competitive research and helping shape site structure, user experience content and brand implementation.
- Developed Tech Electronics brand standards, now applied across digital communications, presentations, collateral and marketing initiatives.
- Built the company's SharePoint communications site and developed Microsoft Planner onboarding workflows supporting company-wide and Sales onboarding.
- Led Microsoft Copilot rollout and training for the leadership team, supporting executive adoption of AI tools.
- Lead marketing, communications and event initiatives, including monthly employee programs, quarterly company events and customer programs for 30-100 attendees, coordinating content, promotion, communications, logistics, vendors and AV.

Marketing Operations Manager

Momentum Technologies (formerly Ungerboeck Software)

NOV 2022 - NOV 2023

- Oversaw marketing department operations, workflows, technology and cross-functional execution supporting a global marketing organization.
- Project managed a complete company rebrand in 90 days, partnering directly with the CMO and external agency from research and planning through creative execution and launch.
- Led creative initiatives across brand identity, website content, photography, videography, presentations, collateral and social media.
- Produced and edited 200+ internal and external videos across Momentum/Ungerboeck, managing projects from concept and storyboarding through production and final delivery.
- Created content for Ungerboeck TV, a dedicated video hub featuring product overviews, demos, instructional content, company culture and customer-facing content.
- Established a biweekly CEO video communication cadence, managing editing and deployment of executive updates to the global organization.
- Built departmental SharePoint Communication Sites and implemented marketing technology and workflow platforms including Brandfolder, Oktopost, Trello and Canva.
- Supported conferences and customer events serving approximately 400 attendees, including event communications, promotion, logistics, registration and AV coordination.

Business Manager

Momentum Technologies (formerly Ungerboeck Software)

SEPT 2011 - NOV 2022

- Partnered with executives and key stakeholders on strategic initiatives while managing day-to-day business operations.
- Managed executive calendars, meetings, travel, confidential communications and cross-functional projects.
- Produced creative projects across multiple media formats and supported company communications, presentations and events.
- Coordinated company events and offsites, including logistics, travel, AV and attendee communications.

Earlier Experience

Account Executive | Lee Enterprises (formerly Pulitzer); St. Louis Post-Dispatch, Suburban Journals

Newsroom Manager | The Fulton Sun