

Anya Bingler

MARKETING, CONTENT & DIGITAL DESIGNER

I'm an enthusiastic, dynamic designer and digital strategist who empathizes with users, identifies business goals, navigates the customer journey, and ultimately, aims to create a seamless user experience.

EXPERIENCE

Break Bread Consulting | Remote APRIL 2024 - PRESENT
Digital Marketing and Design Lead

- Leading overall marketing strategy with content, social, SEO and branding.
- Completed rebranding with website, UX design, brand identity and logos.

Restaurant Resource | Remote NOVEMBER 2023 - PRESENT
Marketing and Design Strategist

- Developing go-to-market strategy for product launch.
- Creating brand messaging and content across digital platforms.
- Designing brand assets (i.e. landing pages, social media, email, toolkits).

BoardSpace | Remote MAY 2023 - JUNE 2023
UX Designer

- Redesigned key features in the mobile browser experience for the board management software. Select recommendations pushed live in Fall 2023.

APICII Hospitality | San Francisco, CA AUGUST 2019 - SEPTEMBER 2021
Director of Digital Marketing, Development

- Managed digital marketing initiatives and completed market research, assessments, concept and menu development.
- Completed 360 marketing plans for pre-opening / opening phases - The Bath Club (Miami), The Wheel and Cisco Brewers at The Village (Stamford).

The Gumbo Bros | Brooklyn, NY NOVEMBER 2018 - NOVEMBER 2019
Marketing Consultant

- Completed brand audit and created and executed monthly content plan including social media, reputation management and email marketing.
- Increased social following by 30 percent in 6 months.

Marley Spoon | New York, NY FEBRUARY 2018 - OCTOBER 2018
Content Manager US

- Created content for all brand outlets: website, mobile app, in-box, social media and blog for Martha & Marley Spoon and Dinnerly.
- Created and managed social media and editorial calendar.


Crunch Fitness | New York, NY JANUARY 2014 - FEBRUARY 2018
Social Media Manager


- Established brand social standards and ran social media strategy plans (organic and paid) for national brand campaigns acquiring 100K+ followers.
- Ideated and coordinated monthly content creation with design team.

Ajax Union | Brooklyn, NY JUNE 2012 - DECEMBER 2013
Social Media Strategist

- Managed social media and digital presence for 20+ clients by developing strategic social brand campaigns with SEO-friendly content including blogging, community management and social advertising.

CONTACT

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 Austin, TX

EDUCATION

Springboard
UI / UX Design Certification

2022 - 2023

Completed 700+ hours course material, industry internship, 1-on-1 expert mentorship

Institute of Culinary Education
Restaurant and Culinary
Management Certification

2018 - 2019

Completed food business program;
Graduated with Highest Honors

Lehigh University
Bachelor of Arts

2008 - 2012

Major in Journalism
Minors in Psychology and
Mass Communications

SKILLS

UX / Product Design

- User Research & Interviews
- Usability Testing
- Information Architecture
- Wireframes
- Rapid Prototyping
- Interaction Design
- Product / Feature Validation

Digital Marketing

- Copywriting
- Content Creation
- Reputation Management
- CMS Setup and Maintenance
- Social Media Management
- Product Analytics

CURRENT PLATFORMS

- Figma
- Webflow
- Miro
- Marvel
- Mailchimp
- Canva
- Wix
- Google Workspace