# 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 Digital Marketing and Design Lead

APRIL 2024 - PRESENT

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

#### Restaurant Resource | Remote Marketing and Design Strategist

NOVEMBER 2023 - PRESENT

- 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 UX Designer

MAY 2023 - JUNE 2023

• 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 Director of Digital Marketing, Development

AUGUST 2019 - SEPTEMBER 2021

- 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 Marketing Consultant

NOVEMBER 2018 - NOVEMBER 2019

- 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 Content Manager US

FEBRUARY 2018 - OCTOBER 2018

- 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 Social Media Manager

JANUARY 2014 - FEBRUARY 2018

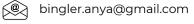
JUNE 2012 - DECEMBER 2013

- 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 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



- anyabingler.com
- ິ∏ linkedin.com/in/anyabingler
- 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 • Mailchimp

Miro

Marvel

- Webflow Canva
  - Wix
    - Google Workspace