

Anna Husain

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About Me

Communications and Digital Leader with almost 12 years of experience in digital marketing, web development, brand strategy, user-centered design and stakeholder management.

Ample knowledge of how to successfully manage digital products, especially client-facing websites, in collaboration with creative directors, designers, engineers, and analysts. Most recently launching websites for Accion and the Center for Financial Inclusion simultaneously, on-time, and under 900k budget.

A strong advocate for user experience and customer-centered design with a deep interest in fintech technology and digital lending.

Embrace an entrepreneurial work style with agile methodology and flexibility.

Certificates and Education

Digital Marketing certificate, e-Cornell
Facebook Marketing course, General Assembly
Google Analytics Bootcamp, General Assembly

Kogod School of Business, American University
BSBA with a marketing focus, minor in Art History
Studied abroad in Rome, Italy
Graduated Summa Cum Laude

Skills

Project, Product, and People Management
Stakeholder Expectation Management • Agile Methodology • Interactive Development Projects
User Experience and Research • Brand Strategy
Omnichannel Marketing Campaigns • Quality Assurance • Streamlining Workflows • Staffing and Hiring • Budgeting • Drafting RFPs and SOWs
Resource Allocation

Experience

Director of Digital Communications, Accion

Washington, DC :: August 2016 - present

Built first organizational digital marketing strategy: Implemented strategy including collapsing 20+ sites and social media accounts, instituting editorial calendar, optimizing email marketing workflow, introducing omnichannel marketing campaigns, implementing content guidelines, setting up brand governance, and hiring staff.

Orchestrated overhaul of websites from concept to launch:

Pitched websites project and budget to BOD and senior leadership. Planned and executed qualitative and quantitative audience research, gathered requirements and reworked IA and taxonomy across two sites. Using agile methodology, orchestrated simultaneous design and development of websites for Accion and sister think tank, the Center for Financial Inclusion, including wireframing, prototyping, testing, updating brand aesthetic and building a highly-custom WordPress CMS.

Launched projects on time and under budget:

Conserved budget by using my agency experience to collaborate and manage deliverables with agency UX, design, and development teams. Ensured on-time launch by managing stakeholder expectations and ensuring company-wide buy-in by leading a cross-company digital working group. Use customer feedback and Google Analytics to determine refinements and manage backlog through prioritization and planning.

Sr. Director of Resourcing and Project Mangement, Threespot

Washington, DC :: July 2011 - July 2016

Primary point of contact for key accounts. Built and maintained client relationships, identified project requirements, and collaborated with internal teams on research, user experience, design, testing, and launch of products. Led site redesigns, intranet builds, and marketing campaigns from concept through launch. Demoed CMS capabilities and trained clients' staff. Wrote RFPs and SOWs and review all project budgets and SOWs. drafted by project managers. Coordinated resourcing for 40+ creative directors, designers, user experience specialists, and analysts.

Clients included the International Monetary Fund (IMF), Harvard Business School, Patrick Kennedy, and the Advisory Board.

Sr. Client Services Manager, MICROS (formerly TIG Global)

Washington, DC :: May 2009 - July 2011

Supported hospitality clients with copywriting, marketing and website builds. Reported site traffic, PPC, and social media. Clients included Marriott, Hilton, and Miraval Resorts.

Client Services Associate, Ad Council

Washington, DC :: May 2008 - May 2009

Served as an intermediary between clients and agencies on pro-bono websites, print ads, radio commercials and TV spots. Clients included AICPA, Treasury Department, and Smokey Bear.

Account Management Intern, Arnold Worldwide

McLean, VA :: June 2007 - May 2008

Supported client services team on Amtrak Regional campaign.