

**Education** School of the Art Institute of Chicago, Chicago, IL  
Bachelors of Fine Arts (2014) in Photography, Film, Video, New Media & Animation

### Selected Events

- 2017** Social Media Week speaker "[Don't Be Socially Awkward](#)" London, England  
Nike Air Society workshop host, [Social Media Wellness](#), Chicago, IL  
Indiana Tech visiting speaker, "[entrepreneurs, don't be socially awkward](#)" Fort Wayne, IN  
Indiana Tech visiting speaker, "[slidin' into the latest trends](#)" Fort Wayne, IN  
Ragan PR panelist, "[Modern methods for the millennial career path](#)" Chicago, IL
- 2016** Havas Media: Organic Marketing Conference speaker, "[The Voice of the Youth Culture](#)" Warsaw, Poland  
Social Media Week panelist "[Stop Being Socially Awkward](#)" Chicago, IL  
Social Media Week speaker "[Pics These Days: How Snapchat is Redefining Traditional Media](#)" Chicago, IL  
Chicago Ideas Week panelist "[Snapped: If you're not on Snapchat it's too late](#)" Chicago, IL  
Moderator at SheSays Chicago panel, "[Social & the Sexes: Do Men and Women Use Social Media Differently?](#)"  
[Havas European Get Together](#) Speaker, Berlin, Germany  
Havas Global Leadership panelist: "Living the Millennial Mindset" Los Angeles, California
- 2015** Vivendi Co-Founders' Seminar: Influencer Panel, Havas NYC  
[Start Up Your Web Presence Panel](#), The School of the Art Institute of Chicago, IL  
[What's My Job Panel](#), The School of the Art Institute of Chicago, IL  
[Big Night Showcase](#), Glappitnova Festival, Chicago, IL  
Why Brands Listen to Us: Influencer Panel, Havas Chicago  
Online Presence: Skill Share Workshop, The School of the Art Institute of Chicago, IL

### Selected Publications

- 2017** Huffington Post [Teen Girls React To Trump's Muslim Ban In Powerful Snapchat Story](#)  
CampaignUS [Can Snapchat's new 'Snap to Store' feature propel it above Instagram Stories' larger user base?](#)
- 2016** Social Media Week [How Snapchat is Redefining Traditional Media](#)  
Social Media Week [Social Media Is A Party, And You're Probably Being Awkward](#)  
Mish Guru [Three Top Talks from Social Media Week Chicago](#)  
SheSaysChicago [Social and the Sexes: Do Men and Women Use Social Media Differently?](#)  
Adobe Project 1324 [#CreativeImpact with Anna Russett](#)
- 2015** SAIC Co-op Education Internship Profile: [Anna Russett](#) (BFA 2014), Havas Worldwide
- 2014** ArtSlant [A FB Chat with the Creator of SAIC Secret Admirers](#)  
This Is Ground [Digital Getdown with Anna Russett](#)  
Huffington Post [School Dress Codes: The Funny-Not-Funny Video You Have to See](#)

### Selected Exhibitions/Screenings

- 2016** [Netcapsule](#) Participant, *heyguys.mp4*  
[Rhizome Net Art Anthology Inclusion](#), *My Boyfriend Live-Tweeted the War*  
[BYOB Chicago at Mana Contemporary](#) Show Participant  
[My Boyfriend Came Back from the War, 20th Anniversary Show Participant: HEK, Basel, Switzerland](#)  
[My Boyfriend Came Back from the War, 20th Anniversary Show Participant: MU, Eindhoven, Netherlands](#)
- 2015** The Wrong Internet Art Biennale Participant  
[g\(URL\) FREAX](#), Church of Templehead, Chicago
- 2014** SAIC Fall BFA Show, Sullivan Galleries, Chicago  
STUFF ON STUFF ON STUFF, tritriangle, Chicago
- 2013** PUGS online @ internet-art.net
- 2012** College Night Student Showcase, Fort Wayne Museum of Art, Fort Wayne, Indiana

# PROFESSIONAL EXPERIENCE

## Education

The School of the Art Institute of Chicago, BFA 2014  
Recipient of an Honors Scholarship and Portfolio Scholarship

## Experience

### **Social Influencer** (links to all channels [here](#))

May 2013-Current

- Collaborate with brands, agencies, and MCNs to create unique social media content
- Consult with startups, entrepreneurs, and organizations on how to navigate social media strategically as a brand

### **Creative Director at Havas Chicago** (Across multiple clients and new business)

October 2017-Current

### **Senior Strategist at Havas Chicago** (Across multiple clients and new business)

October 2016-Current

- Develop social media strategies for clients, including best practice guides, customer care plans, community management documents, influencer strategies, and more
- Collaborate directly with creative team and clients to create social-led campaigns
- Create visibility for agency through thought-leadership in speaking and events
- Teach social media 101 classes for our employees

### **Strategist at Havas Chicago** (Client: Kmart, Sears; new business)

October 2015-September 2016

- Developed social media strategies for clients
- Collaborated directly with creative team and clients to create social-led campaigns

### **Social Analyst at Havas Chicago** (Clients: AutoZone, Ragu, Bertolli, Hefty, Reynolds; new business)

September 2014-September 2015

- Developed and implemented social strategies and customer service plans for client brand presence
- Analyzed social media data, creating weekly, monthly, and quarterly reports
- Created still and video creative content for social media channels

### **Content Creator Internship at Havas Chicago**

June 2014-August 2014

- Developed creative brand presence in social media/online spaces
- Produced social content for clients

### **Teaching Assistant at the School of the Art Institute**

September 2014-December 2014

- Assisted professor in teaching new media art, internet politics, HTML/CSS
- Led workshops on creative coding

### **Social Media Coordinator at Kumbuya, start-up at Chicago tech incubator 1871**

April 2013-September 2013

- Managed a team of interns
- Developed social strategy for acquiring user base

## Technical Skills

Social listening tools (such as Unmetric, Spredfast, Tracx, etc)

Adobe Creative Suite (especially Photoshop and Premiere)

Final Cut Pro

Microsoft Suite

HTML/CSS