

Education School of the Art Institute of Chicago, Chicago, IL
Bachelors of Fine Arts (2014) in Photography, Film, Video, New Media & Animation
Recipient of an Honors Scholarship and Portfolio Scholarship

Selected Events

- 2018** [TIME'S UP/ADVERTISING](#) panelist, Chicago, IL
Chicago Advertising Federation, Yes You Cannes series, [Influencer Marketing: the Kardashian Effect](#) panelist, Chicago, IL
Cramer + Krasselt, [Creative Catalyst](#), series speaker, Chicago, IL
Cause the Effect, [Time's Up for Teens](#) speaker, Chicago, IL
- 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 panel, [Social & the Sexes: Do Men and Women Use Social Media Differently?](#), Chicago, IL
[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

- 2018** Popular Pays [Pop Profile: Anna Russett, Creative Director at Havas Chicago](#)
- 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

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

- Pitched and won CKE business. Separated Hardee's from Carl's Jr. and launched the new Hardee's brand campaign Tastes Like America.

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 is 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