



CV

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



## Selected Events

- 2019** Real Talk: Women of Influence panelist, Chicago, IL
- 2018** TIME'S UP/ADVERTISING panelist, Chicago, IL  
Chicago Advertising Federation, Yes You Cannes series, [Influencer Marketing: the Kardashian Effect](#) panelist, 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
- 2016** Havas Media: Organic Marketing Conference speaker, [The Voice of the Youth Culture](#), Warsaw, Poland  
Social Media Week Chicago panelist, [Stop Being Socially Awkward](#), Chicago, IL  
Social Media Week Chicago 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
- 2015** Havas Global Leadership panelist: [Living the Millennial Mindset](#), Los Angeles, California  
[Start Up Your Web Presence](#) panelist, The School of the Art Institute of Chicago, IL  
[Big Night Showcase](#), Glappitnova Festival, Chicago, IL



## Selected Publications

- 2019** WCIU TV Interview, [Making Money on Social Media](#)
- 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](#)
- 2016** Social Media Week, [How Snapchat is Redefining Traditional Media](#)  
Social Media Week, [Social Media Is A Party, And You're Probably Being Awkward](#)  
Adobe Blog, [#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

- 2019** Museum of Contemporary Art Chicago, [I Want to be a YouTuber When I Grow Up](#)
- 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

# 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

**Communications Director** (Netizen NFP)

September 2018-October 2019

- Drive awareness and build advocacy of new nonprofit in Chicago through online channels
- Drive event attendance for 8-part series in partnership with Mozilla (40-50 attendees per event)
- Organize all speaker travel and accommodation logistics
- Manage and meet deadlines for all projects

**Social Media Director at Havas Chicago** (Across multiple clients and new

business) October 2017-January 2019

- Social strategy consultation across Havas Chicago's brand portfolio, guiding teams to develop culturally-relevant ideas from a social-first approach
- Pitched and won CKE business. Developed Hardee's brand strategy separate from Carl's Jr. brand and launched the new Hardee's brand campaign Tastes Like America.
- Worked closely with the Havas executive team in developing internal and external communications
- Developed and led the Girl Scouts x Havas program, a 3-week hands-on learning series in which Girl Scouts were invited to learn practical skills used everyday in the advertising industry and envision a potential career in which they can be true thought-leaders.
- Developed strategy for our annual summer and winter internship recruitment campaigns and mentor the group of selected interns throughout each internship period

**Senior Strategist at Havas Chicago** (Across multiple clients including Sprite, Fanta, Kmart, Sears and new business)

October 2016-October 2017

**Strategist at Havas Chicago** (Client: Kmart, Sears)

October 2015-October 2016

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

August 2014-October 2015

**Content Creator Internship at Havas Chicago**

June 2014-August 2014

**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

