

Anna Markari

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EXPERIENCE

Freelance Copywriter/Photographer Jan 2020 – Present

MarkariMade · Tampa, FL & Mykonos, Greece

- Direct photo shoots by curating location, styling, and equipment to realize client vision
- Develop social media content and copy for small business clients to strengthen brand identity and audience engagement

Social Media Intern Aug 2024 – May 2026

USF University Communications and Marketing · Tampa, FL

- Produced 60+ Instagram posts generating 13.5M views and 1.2M likes, including a single reel reaching 30K likes
- Created the most-viewed YouTube Short on USF's channel (50K views)
- Drove 45% Instagram follower growth in the first year, surpassing the long-term goal of 100K followers (from 83K to 123K)
- Developed long-term campaigns and quarterly analytics reviews across Facebook, X, Instagram, and LinkedIn

Associate Creative Director Aug 2025 – Jan 2026

SAGO Student Agency · Tampa, FL

- Delegated creative tasks to a team of 10 through weekly agendas to execute ad campaigns for 2 clients over 5 months
- Managed copywriting needs by writing captions for weekly SAGO posts and 8+ client deliverables
- Created and led 4 client presentations showcasing a social media rebrand, content calendar, and promotional video

Creative Media Intern Aug 2024 – May 2025

USF Football · Tampa, FL

- Photographed 6 games at Raymond James Stadium and 20 practices
- Edited 4 studio photoshoots using Adobe Photoshop to create recruitment marketing materials
- Sorted and uploaded 900+ photos in real-time via Box to support live content release during games

Copywriting Intern May 2024 – Jul 2024

Unfolding Wings Advertising Agency · Barcelona, Spain

- Edited copy translated from Spanish to English, enhancing clarity and brand voice alignment for multiple clients
- Conducted market research to develop 3 competitive benchmarks and reviews for incubator brands
- Constructed 2 client-facing presentations in PowerPoint and Keynote, leading concept ideation for new campaign strategies

EDUCATION

B.S. Integrated PR & Advertising

General Business Certificate
Zimmerman Advertising Program
University of South Florida
May 2026
GPA: 3.97 / 4.00

HONORS & AWARDS

- Student Gold ADDY Award (x2)
Outdoor Transit Campaign & Site
AAF District 4 · 2026
- Pitch Competition Finalist
Bellini Center · 2024

PORTFOLIO

annamarkari.com

TOOLS

Adobe Suite
Hootsuite
Canva
Box
Asana
Microsoft 365

LANGUAGES

- English · Fluent
- Greek · Fluent

SKILLS

Brand Voice
Campaign Development
Content Strategy
Creative Concepting
Presentation & Pitching
Project Planning