Anna Markari

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EXPERIENCE

Freelance Social Copywriter
Oct 2026 – Present

LOOP.co · New York, NY (remote)

- Crafting concepts and user responses rooted in online trends/culture

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
- Built social-first campaigns for Instagram, X, LinkedIn, and Facebook, writing across various formats (scripts, web, social copy)
- Supported 48% growth in Instagram followers (from 83K to 123K)
- Turned performance metrics into actionable quarterly analytics reviews

Associate Creative Director
Aug 2025 – Jan 2026

SAGO Student Agency · Tampa, FL

- Led a 10-person team over 5 months to create campaigns for the U.S. Department of Veterans Affairs and the TalX communication app
- Wrote creative copy for 8 client deliverables while maintaining compliance with government/industry regulations
- Advised a Spain-based client on adapting healthcare/disability messaging for U.S. audiences
- Presented 3 pitch decks covering a social media audit, content calendar, and promo video directly to the client

Creative Media Intern
Aug 2024 – May 2025

USF Football · Tampa, FL

- Photographed 6 games at Raymond James Stadium and 20 practices
- Created visual storytelling from repetitive events through stylized composition
- Sorted and edited 900+ photos in-game via Adobe Photoshop and Box to support timely content release on socials

Copywriting Intern
May 2024 – Jul 2024

Unfolding Wings Advertising Agency · Barcelona, Spain

- Edited translated copy from Spanish to English, improving clarity and aligning brand voice across multiple clients
- Researched market trends to develop competitive benchmarks in preparation for the launch of 2 incubator brands
- Assisted in developing naming options for a Korean skincare company entering the European market

EDUCATION

B.S. Integrated PR & Advertising

University of South Florida

Zimmerman Advertising Program
General Business Certificate
May 2026
GPA: 3.97 / 4.00

HONORS & AWARDS

· Gold ADDY (Student)
Outdoor Transit Campaign & Site
AAF District 4 · 2026

· Pitch Competition Finalist
Bellini Center · 2024

PORTFOLIO

annamarkari.com

LANGUAGES

· English (Fluent)
· Greek (Fluent)

TOOLS

Adobe Creative Suite
Notion
Slack
Asana
Hootsuite
Canva
Box
Microsoft 365

SKILLS

Copywriting
Brand Voice
360 Campaign Development
Social Media Strategy
Creative Concepting
Presentation & Pitching