

ANNA ALBAUGH

Omnichannel Growth Strategist · Performance Marketing Lead · Creative Content Producer
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Summary

Strategic Marketing Leader & Creative Producer with 6+ years of experience driving high-scale revenue growth and brand visibility. Proven track record of managing global digital operations—notably transforming a \$1.7M ad spend into \$22M in revenue (27.14 ROAS)—while simultaneously pioneering inaugural influencer and paid media programs for multi-unit hospitality groups. A unique "dual-threat" professional combining deep analytical expertise in SEO/SEM with professional-grade photography and videography skills. Expert at bridging the gap between data-driven strategy and premium visual storytelling to capture market share and elevate the guest journey.

Experience

Marketing Manager: Digital Marketing & Partnerships Lead

Cunningham Restaurant Group · 2024 – Current

- Pioneered the company's inaugural Influencer Marketing program, architecting the end-to-end framework for identifying, vetting, and onboarding a network of 15+ local creators to drive brand awareness across 15+ restaurant concepts.
- Launched and scaled the first-ever paid media strategy, managing digital advertising budgets across social and search platforms to capture new customer segments and increase seasonal bookings.
- Established a high-standard visual content library by directing original photography and video production, elevating brand aesthetics and defining a cohesive voice for all digital creative.
- Formalized the digital partnerships department, creating standardized workflows for outreach, contract negotiation, and multi-channel campaign execution to ensure brand consistency.
- Modernized the digital guest journey by auditing and optimizing 50+ local SEO profiles (Google, Yelp, TripAdvisor), significantly increasing search visibility for high-intent "near me" dining queries.

Owner / Photographer & Videographer

AllBall Photography · 2019 – Current

- Founded and scaled a profitable media production business, maintaining a high client retention rate through strategic digital marketing and premium asset delivery.
- Direct high-profile event photography and videography for prominent organizations, including Big Brothers Big Sisters of Central Indiana (fundraisers/graduations) and keynote events featuring Tamika Catchings.
- Execute end-to-end visual storytelling for sports, corporate, and private clients, managing the full production lifecycle from pre-visualization to advanced digital retouching.
- Produce high-impact video content and motion graphics tailored for social-first platforms (Reels/TikTok), elevating brand identity for athletic departments and freelance partners.
- Capture dynamic action and portrait photography for high-volume projects, including senior portraits and graduation ceremonies, ensuring 100% on-time delivery of curated digital galleries.
- Manage all business operations, including contract negotiations, multi-site equipment logistics (Nikon/Sony/Canon systems), and cloud-based client asset management.

Marketing Manager

Lucas Oil Indianapolis Raceway Park / NHRA · 2023 – 2024

- Orchestrated 360-degree creative strategies across social, email, web, print, and broadcast channels, directly increasing event attendance and fan engagement for racing events.
- Scaled the digital footprint of three distinct locations across Instagram, Facebook, TikTok, and X, leveraging real-time event coverage to drive record follower growth and audience interaction.
- Modernized the web ecosystem using WordPress and Elementor, optimizing UX and implementing conversion-focused landing pages to increase lead generation and ticket sales.
- Deployed integrated paid and organic advertising campaigns, managing targeted budgets to maximize reach and drive high-volume event registration.
- Produced premium photography and video content for national event promotion, creating high-value visual assets used in commercial and partnership marketing.

Digital Marketing Coordinator

Lids · 2022 – 2023

- Led global paid media operations, transforming a \$1.7M advertising spend into \$22M in attributed revenue, achieving a record-breaking 27.14 ROAS.
- Managed a \$2M annual budget to deliver 900M+ impressions, maximizing brand exposure and market share across North American and European territories.
- Scaled international sales by executing localized paid advertising campaigns across the UK, France, and Canada, tailoring creative strategy to diverse global markets.
- Directed omnichannel marketing initiatives for 1,300+ retail locations, utilizing geo-targeted digital strategies to drive measurable foot traffic and in-store conversions.
- Utilized Emplifi for deep-dive analytics, optimizing audience targeting and creative performance to ensure consistent ROI across high-volume digital campaigns.

Education

Albion College – Albion, MI

Bachelor of Arts

- Major: Integrated Marketing Communications
- Minor: Marketing Management

NCAA Student Athlete

Core Skills

Digital Marketing & Advertising: Meta Ads Manager, TikTok Ads Manager, Hulu Business Manager, Snapchat Ads Manager, Google Business Profile Management, Social Media Management

Creative & Design Tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign), WordPress, Web

Data & Productivity Tools: Microsoft Office Suite (Excel, PowerPoint, Word), Google Workspace Tools
Strategy & Events: Event Planning, Campaign Management, Stewardship & Resource Management