

# ANNA HEISTERBERG

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## CONTACT

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- 📍 New York, New York

## PROFILE

Creative and detail-oriented project manager with extensive experience in public relations, branding, social media marketing, and music industry management. Skilled at developing and executing effective marketing strategies, fostering relationships with artists, and ensuring the timely delivery of high-quality projects. Highly adaptable to fast-paced environments, with a proven track record of managing diverse teams and projects across multiple locations.

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## SKILLS

- Project Management
- Public Relations & Branding
- Social Media Strategy
- Marketing Campaigns
- Event Planning & Coordination
- Client Relations
- Microsoft Office Suite & Google Drive

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## WORK EXPERIENCE

### Publicist

Tell All Your Friends PR 2024-2025

- Developed and executed targeted media campaigns to promote artists, albums, tours, and events, resulting in increased press coverage and fan engagement.
- Cultivated and maintained relationships with key media contacts, including journalists, bloggers, radio hosts, and influencers, to secure interviews, features, and reviews across multiple platforms.
- Drafted and distributed press releases, media kits, and pitches to ensure maximum visibility for clients.
- Managed the coordination of interviews, photo shoots, and press tours, ensuring smooth execution and positive media relationships.
- Monitored and analyzed media trends and industry developments to adapt PR strategies in real-time.
- Worked with management teams to ensure all media and PR materials are aligned with the artist's vision and goals.

### Intern

Grandstand HQ 2024

- Worked directly with Associate Staff on Reporting to update artist reports using programs including MuckRack and Google Drive
- Coordinated interview requests and scheduling with artists, managers, and writers to aid in promotion of the artist and their work.
- Documented press clips to pitch artists on upcoming songs, albums, tours, or press cycles.

### Executive Assistant

Highgate Hotels 2023

- Directly supported two Vice Presidents of Operations by coordinating schedules, travel arrangements, yearly budgets, client communications and office management. Prepared and edited presentation, reports and documents.
- Assisted Executive Recruiter in marketing strategies, event needs and social media strategy to further promote the company.

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## EDUCATION

Bachelors of Arts

**Georgia State University**

2019-2023

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## REFERENCES

Available Upon Request

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## **Executive Assistant / Project Manager**

DAC Art Consulting

2021-2023

- Assisted the CEO in project management, office administration, personnel management, contract negotiation, public relations, brand awareness, marketing, promotions, and management of outside sales teams across the US
- Managed projects and foster relationships with artists; conduct needs assessments and oversee planning and budgeting to ensure top-quality project delivery within timeline and budget.
- Developed social media posts and brand marketing strategies for conferences, client presentations, and networking events.

## **Production Coordinator**

2U Medical

2019-2021

- Facilitated COVID testing for up to 1,300 production professionals per day.
- Collaborated with leadership to develop strategic solutions in a fast-evolving industry.
- Executed social media campaigns to increase company visibility and helped facilitate the opening of a new location.
- Contributed to the opening of a second location by supporting event planning and logistics.