

ANJA GODLEWSKI-DYKES

CONTACT INFORMATION

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EDUCATION

State University of New York at Oswego
Bachelor of Arts, Public Relations
Concentration in Marketing
Minor, Business Administration
May 2015
GPA 3.7

VOLUNTEER EXPERIENCE

PRSA CNY Board Member | Jan. 2016 – Present
PRSA CNY Board Treasurer | Jan. 2018 – Present
PRSA CNY Sponsor Chair | Feb. 2019 – Present

SUNY Oswego Graduates of the Last Decade
Leadership Committee | May 2015 – Present

Serenity for Women
Board Member | Dec. 2018 – Present

Oswego Alumni Association Board of Directors
Student Representative | Oct. 2013 – May 2015

PERSONAL STRENGTHS

Digital marketing & SEO
Leadership
Project management
Communication
Self-motivation
Ability to work under pressure
Time management
Decision making
Teamwork
Data Analysis
Problem solving

PROFESSIONAL EXPERIENCE

Digital Hyve | Senior Account Manager

Syracuse, NY | Jan. 2017 – Present

- Develop and maintain strong relationships with clients, aiming to retain and grow accounts - grew largest marketing account more than 330% in 18 months, plus additional website and design work
- Create strategies and manage the execution and optimization of digital marketing and Search Engine Optimization campaigns, focusing on client goals and KPIs
- Project manage website, design and content writing projects, ensuring that project deadlines and budgets are met
- Support Director of Account Services (DOAS) in creating processes that lead to more efficiencies on the account services team, specifically processes around new client onboarding and campaign set up
- Mentor interns and newer account managers, empowering them to identify strategic solutions to challenges, both internally and externally
- Assist DOAS in developing monthly retreats for the account services team – these retreats focus on various digital marketing trainings and account management goal setting, as well as reviewing new agency processes

Previous positions held: Account Manager (April 2017 – August 2018), Account Coordinator (Jan. 2017 – March 2017)

MedTech Association | Marketing & Membership Development Specialist

Syracuse, NY | Dec. 2014 – Dec. 2016

- Supported MedTech's President in developing and executing quarterly membership recruitment and retention initiatives
- Strategically planned, budgeted and executed annual marketing campaigns and monthly events and webinars
- Collaborated with colleagues and external agency to create *Bio/Med Breakthroughs*, the leading publication on the bioscience and medical technology (Bio/Med) industry in New York State and winner of the 2016 PRNew's Nonprofit Publication Award
- Managed external vendors for website and CMS development, tradeshow booth design, graphic design and printing
- Developed content for press releases, op-eds, newsletters, event marketing initiatives, website copy and various communication pieces

Previous positions held: Communications Coordinator (June 2015 – July 2016), Marketing and Events Coordinator (Dec. 2014 – June 2015), PR and Event Marketing Intern (June 2014 – Sept. 2014)

Pinckney Hugo Group | Public Relations Intern

Syracuse, NY | Jan. 2015 – May 2015

- Supported media relations efforts for clients in technology, healthcare, entertainment and food and beverage industries, authoring press releases and assisting with on-site media encounters
- Created regional and national media lists utilizing Vocus/Cision
- Performed research to support business development
- Prepared client presentations to evaluate success of PR initiatives