

ANAÏS FELT

Visionary. Leader. Maximizer.



C O N T A C T

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My Story + Portfolio: www.anaïsfelt.com

E D U C A T I O N

Goldsmiths, University of London

Intensive Design Semester
September—December 2014

Attended class for 30+ hours per week and additional studio hours

Hope College

Graduated May, 3, 2015

Bachelor of Arts in Political Science and Design
Deans List 2012 - 2015
Collaborated with Art/Design department

Womens Development Counselor

September 2013 — May 2015

Mentored freshman women at Hope College from the start of their collegiate journey through the end of their sophomore year.

Worked to identify professional, personal, and spiritual goals for each of the 12 women mentored and offered support and accountability in the process.

EXPERIENCE

Product Manager | Varsity News Network

- Lead the Consumer Suite products from ideation to market launch
- Gathered requirements for Agile and Scrum processes for the largest initiative in the company's history
- Conducted user testing
- Worked directly with developers, designers, and stakeholders to create software products
- Defined product vision and strategy
- Mentored a junior designer into a senior role, working as a team to create crisp UI/UX
- Maximized the potential of the team. Went from sprints of 2 points, to 40 points (4 devs)
- Assisted VP of Product with board initiatives-- Brought a keen sense of organization to the table.
- Instituted a working process on a previously dev-only team + culture creation
- Created a network of 1,700 high school sports websites, migration strategy, and on-boarding app

Project Manager | Bultema Group

- Planned and organized three major golf outings for local non-profits
- Strategized marketing plans, movements, and outlets
- Managed clients and communicated client needs to designers, developers and printers
- Collaborated directly with Creative Lead to establish crisp, innovative designs and campaigns
- Social media content development, implementation, and management
- Conceptualized email marketing strategies and content
- Managed email marketing campaigns
- Planned yearly marketing strategies for a variety of businesses and nonprofits
- Produced and revised web and print content for clients used on a variety of marketing materials including, but not limited to: websites, advertisements, brochures, blogs, and social media
- Developed research for Bultema Group, clients and third party marketing
- Managed team to keep projects on deadline and within budget and vision

Founder | The Dot

- Created a subscription box for women on their period
- Worked with developers, and designers to create the product, website, and marketing plan

Co-Founder | Mila & Felt Modern Production Development

- Developed a chemical-free hair care line from idea to online sales with a team of five people
- Conceptualized idea, business direction, and design
- Produced all social media outlets and managed public relations
- Led company as primary project manager with daily morning briefs and project distribution
- Designed and worked with website developers and designers to create a modern online store
- Collaborated with design team to create a simple, elegant, and final stage product design
- Hired and supervised a financial intern for three months
- Fostered pure products for the earth and skin that created change in the cosmetics industry

Digital Marketing Consultant | White Lake Community Center

- Created concept, visual framework, and brand as the first primary designer
- Worked with board of directors to develop and implement strategy
- Developed digital marketing and brand strategy
- Established social media infrastructure
- Created fundraising strategy and materials

Research Fellow | Library of Congress and Hope College

- Produced research exploring "The Political History of Homelessness" with specific focus on media's impact on the homeless population from 1920-2013 with the Hope College political science department and research librarians at the Library of Congress
- Wrote and presented a 45 page research paper on findings to multiple audiences
- Reported to GLCA while in DC with morning meetings and planning sessions
- Furthered research with Hope College and the Great Lakes College Association

SKILLS

Agile Process / Waffle.io Management / Pivotal Tracker Management / Github / Scrum Process / User Interviews / Developing a Product Roadmap and Strategy / Creating shared understanding with stakeholders / Idea Development & Implementation / Macintosh Programs / Manual Photography / MailChimp / Google Docs / Asana Project Management System / Email marketing / Slack / Account Management