

Anastasia Noelle Bowden

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PROFESSIONAL SUMMARY

Highly driven and detail oriented communicator. Collaborative spirit with a self-starter attitude. Skilled communicator with experience in tailoring messaging strategies to target different audiences. Skilled proposal writer with experience in writing grant and debt requests up to \$1 million each. Fast learner and willing to try new techniques and tasks.

EDUCATION

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL, Chapel Hill, NC

Bachelor of Arts – Journalism – Public Relations, May 2015. Minor in Hispanic Studies.

EXPERIENCE

THE SUPPORT CENTER, Raleigh, NC

2014 - Present

Development Associate – (2015 - Present)

- Responsible for writing proposals for grants and debt investments to banks and foundations up to \$1 million each.
- Positioned organizational strengths in messaging to fit the unique needs of each funder.
- Planned and executed an annual fundraising campaign and event for 225 people: served as liaison between organization, venue, sponsors and speakers. Planned and executed an annual event with workshops and luncheon for 300, including elected government officials and bank executives in a partnership with the NC District Small Business Administration.
- Built and maintained relationships with contacts at local, statewide and national organizations for funding and partnerships.

Public Relations and Policy Research Intern – (2014 - 2015)

- Created a small business fact sheet that analyzed the need for and impact of small businesses in North Carolina that was targeting state legislators and funders to make investments in the company.
- Published weekly blog posts on company website (thesupportcenter-nc.org/blog) covering topics affecting small business owners including the economy, unemployment and policy changes.

WALTER MAGAZINE, Chapel Hill, NC

2014

Public Relations Intern

- Used Qualtrics software and phone interviews to survey the targeted population, including readers and non-readers, to evaluate the awareness and comprehension of the brand.
- Synthesized survey and interview results to determine ways to clarify the brand messaging, to improve awareness and to expand readership and engagement.
- Collaborated with classmates to create visual and written content for the magazine to be used in its rebrand.
- Made recommendations to the WALTER's executives and funders for repositioning WALTER to its key audiences in an effort to rebrand the magazine and expand its readership.

TIMMY GLOBAL HEALTH, Chapel Hill, NC

2013 - 2015

Public Relations Director

- Created messaging strategy for the student-run nonprofit that was used on all social media accounts, including the blog and interactions with the local media.

PIEDMONT HEALTH SERVICES, Carrboro, NC

2013

Service-Learning Intern

- Wrote press releases, fact sheets, public services announcements and frequently asked questions pages in UNC's Public Relations Writings course.

RELEVANT COURSE WORK

Introduction to Interactive Media

- Learned HTML coding and was introduced to CSS coding. Created responsive websites on WordPress and ultimately designed a personal website, which can be accessed at anastasiabowden.com.

New Media Technologies

- Participated in a rebranding campaign that the class created for the UNC School of Journalism and Mass Communication to use as they transition into the School of Media and Journalism in July 2015. Elements of our proposal were selected and used during the rebrand. <http://uncmj.com>