

ANNA LOUISE PICKENS

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EDUCATION

University of North Carolina at Chapel Hill | Kenan-Flagler Business School | Hussman School of Journalism and Media – Chapel Hill, NC May 2023
Bachelor of Science, Business Administration; Bachelor of Arts, Media and Journalism
Concentration in Sports Communication
GPA: 3.8

Honors and Awards

- Morehead-Cain Scholarship Recipient
- Kenan-Flagler Business School Assured Admit
- UNC Honors Program Member
- James K. McLean Study Abroad Scholarship Recipient
- Dean's List 2019-2022

EXPERIENCE

Lenovo – Morrisville, NC May 2022– December 2022
Lenovo Accelerated Sales Rotational Intern, Experiential Events Department

- Researched and presented 40+ small businesses for the Evolve Small Initiative, 76% of which were minority-owned, 80% female-owned and 56% both female and minority-owned.
- Developed the internal Executive Briefing Center (EBC) guidebook, explaining technological details for 15 Lenovo products and the EBC Data Center.
- Interviewed 8 industry experts and wrote a published article for Lenovo StoryHub featuring female gamers and the Apex Legends Global Series Championship, leading to 5300+ impressions on a related LinkedIn post.

Kenan-Flagler Business School – Chapel Hill, NC August 2021– December 2022
Teaching Assistant, Entrepreneurship and Business Planning

- Lectured 60+ students in business and entrepreneurship practices.
- Mentored students in a 1:1 environment to discuss entrepreneurship projects and business plans.
- Constructed lesson plans, managed a classroom, and acted as a liaison between students and Kenan-Flagler Business School.

InHerSight – Virtual May 2021 – December 2021
Editorial, Marketing and Sales Intern

- Researched, wrote, and edited 20+ articles on the topics of diversity and equity in the workplace.
- Designed and created 80+ social media graphics for women in business, increasing company social media impressions by 63%, content saves by 113% and InHerSight website visits by 50% on Pinterest.
- Authored the first and third most popular articles on InHerSight's website in June 2021.

LEADERSHIP AND COMMUNITY INVOLVEMENT

Zeta Tau Alpha Fraternity (ZTA), Theta Tau Chapter– Chapel Hill, NC November 2021 – Present
Executive Council Member, Academic Achievement Chairwoman

- Managed a yearly budget of \$11,000 to plan educational activities and host speakers, focusing on female empowerment in academic and career settings.
- Developed the first major liaison program in Theta Tau, connecting 30+ members with academic mentors.
- Decreased the number of women on ZTA academic probation by 52%.

Ship Community Outreach – Raleigh, NC August 2021 – December 2021
Volunteer Public Relations Assistant

- Created digital media and public relations tools to educate the Raleigh community about Ship Community Outreach's mission and encourage donations.
- Organized and presented all financial information, calculating financial trends from 2019-2021

