

# ANIKA OSPINA

CREATIVE MARKETING & STORYTELLING

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LA · OC · SD



## OBJECTIVE

Creative marketing professional seeking opportunities in social media, PR, and brand communication. Brings experience in content creation, brand storytelling, and aesthetic-driven digital communication. Passionate about helping brands connect through intentional visuals, engaging narratives, and a cohesive digital presence.

## EDUCATION

### University of San Diego

Pursuing Bachelor's Degree in Business Administration,  
Minor in Marketing  
Presidential Scholarship  
2022 – 2026

## SKILLS

- Content Creation
- Visual Direction
- Brand Storytelling
- Copywriting
- Social Media Strategy
- Community Engagement
- Trend Research

## STRENGTHS

- Detail-oriented
- Organized
- Collaborative
- Clear communicator
- Hardworking
- Adaptable

## TOOLS

- Canva
- Google Suite
- CapCut
- Wix
- SEO basics

## PROFESSIONAL EXPERIENCE

### Social Media & Content Coordinator

Sand+ Fog Candle Company | Newport Beach | 2022- Present

- Concept, style, and produce photo + video content for products, launches, seasonal campaigns, and brand storytelling across Instagram and TikTok.
- Manage social calendars, draft on-brand captions, and curate a cohesive visual direction across all digital platforms.
- Collaborate with creative and leadership teams to refine ideas, integrate feedback, and execute elevated campaign visuals.
- Support influencer and UGC initiatives by sourcing creators, styling product shots, and optimizing content performance.
- Develop packaging concepts and lid designs that reflect the brand's clean, coastal aesthetic and enhance product appeal.

### Social Media Manager

Kristi Kirkpatrick, Coldwell Banker Real Estate LLC | 2024 - Present

- Develop and execute social media strategies to enhance engagement and promote the realtor's brand and contact throughout Orange County
- Create and distribute content that supports the realtor's mission, encouraging community interaction and showcasing the achievements of women in the real estate industry.

### Social Media Coordinator

Marketplace Women of Orange County | 2023 - Present

- Develop and implement social media strategies aimed at increasing engagement among followers and promoting the visibility of women in business within the community.
- Promote content that resonates with the non-profit's mission, encouraging dialogue, and supporting the growth of women in business.

## LEADERSHIP & INVOLVEMENT

- Kappa Kappa Gamma- Head of Public Relations
- USD Women in Business- Member
- CASE Marketing Conference- Panel Speaker (2025)