

ANNE PITRE, MBA

MARKETING | PUBLIC RELATIONS | COMMUNICATIONS | DESIGN

Marketing & Communications Manager Hancock Chamber of Commerce January 2019 - present

Duties - Plan, lead and execute all marketing and communications on behalf of the Hancock Chamber of Commerce and sister organizations, Partners for Stennis & Michoud and the Hancock County Community Development Foundation. Webmaster for 7 websites, team lead for 17 social media accounts. Video production, Voice of Business Podcast executive producer. Event production. Media Relations. Manage communications across all platforms including media, digital, social, print, and radio. Chamber spokesman.

Achievements - One Coast Top 10 Under 40 Award 2021, doubled web and social media following and reach, led Chamber's adoption of media relations tool CISION, resulting in placement of over \$100,000 in media per year, led voting process for annual awards gala which reaches approximately 15,000 across all platforms, took gala video production in house, resulting in additional \$10,000 in revenue for Chamber. Manage non-dues revenue efforts by selling marketing services, which raises \$36,000 in non-dues revenue.

Public Relations Specialist, Beau Rivage Resort & Casino January 2017 - March 2018

Duties - Brand and product activation, community relations, media relations, press release writing and distribution across local, regional, national and global media representing the Beau Rivage Brand within the MGM Resorts portfolio. Distributed releases using CISION and PR Newswire. Measured results with Burelles-Luce and Critical Mention. Compiled statistical analyses of past years and year-over-year comparisons to present to executive team.

Achievements - Earned MBA while working full time in this position and part time in retail to cover my tuition costs. Earned \$1.4 million in media placements per year on average.

Public Relations Specialist, City of Pascagoula January 2014 - May 2017

Duties - Oversaw all communications functions of municipal government including web, media and social, print and radio. City spokesman. Community relations. Event management. Photography.

Achievements - Earned Public Relations Association of Mississippi Award of Excellence for Goula Cruise Integrated Marketing Campaign. Doubled social media following, developed a viral community spirit video in partnership with agency. Led active local media campaign that led to a minimum of 3 story placements per week.

Public Relations Officer & Executive Assistant to the Mayor & Board of Aldermen City of Ocean Springs January 2012 - January 2014

Duties - Lead administrative assistant to City elected officials, overseeing one receptionist. Media relations, community event coordination, meeting coordination and facilitation, constituent relations, community relations, managed \$380,000 budget, facilitated Mayor's Youth Council.

Achievements - Established City's first social media accounts, completed FEMA G290 Public Information Officer training.

Admissions Counselor, The University of Southern Mississippi June 2008 - December 2011

Duties - Counseled students seeking admission to the university. Conducted tours, processed documents, generated routine reports. Led student recruitment for government, business and industry. Liaison to military bases, Stennis Space Center and all other major employers except healthcare and education. Represented the university at career fairs and trade shows. Management offsite office extension.

Achievements - Part of a team that grew overall enrollment to the university consistently every semester I was there and growing admission of my personal recruits by 5% each semester. Expanded university outreach events by developing relationships with top area employers whose companies offered tuition reimbursement.

SUMMARY

Marketing & communications expert with over 15 years of full time, professional experience. Skilled in marketing strategy, public relations, media relations, communications, design, social media management, web development, event management, community relations, constituent relations, crisis and disaster communications, and more.

EDUCATION

Master of Business Administration in Economic Development
The University of Southern Mississippi
Research: Business Recruitment in Theory and Practice: A Comparative Study of the Panamanian Chamber of Commerce and the Mississippi Development Authority
Study Abroad:
Panama City, Panama

Bachelor of Arts in International Studies
Croft Institute for International Studies at the University of Mississippi
Regional Concentration: Europe
Thematic Concentration: International Governance
Language: French
OPI: Intermediate High, 2007
Thesis: French Perspectives on American Foreign Policy Post 9-11

Bachelor of Arts in French
University of Mississippi
Study Abroad: L'Universite de Montpellier III Paul Valery, 2005 - 2006

INTERNSHIP

TAPIF: Teaching Assistant Program in France
2007 - 2008
Lycee Augustin Thierry - Blois, France

HONORS & AWARDS

2022: Gulf Coast Woman Magazine
100 Successful Women to Know
2021: One Coast Top 10 Business Leaders Under 40
2015: Public Relations Association of Mississippi Award of Excellence

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