

ANNA ALBAUGH

MARKETING STRATEGIST | DIGITAL GROWTH | PARTNERSHIPS | CREATIVE PRODUCTION

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PROFILE Marketing strategist with 6+ years of experience across paid media, partnerships, digital growth, and integrated campaigns. Experience spans multi-brand hospitality, global retail, motorsports, and live events, with a track record of building new marketing programs, managing high-scale digital campaigns, and translating audience strategy into measurable growth.

EXPERIENCE **Marketing Manager: Digital Marketing & Partnerships Lead** 2024–Current
Cunningham Restaurant Group

- Built the company's first influencer marketing program, developing the framework for identifying, vetting, and onboarding a network of 15+ local creators supporting 15+ restaurant concepts.
- Launched and scaled the company's first paid media strategy across social and search, reaching new customer segments and supporting seasonal booking initiatives.
- Formalized digital partnerships operations, establishing workflows for outreach, contract negotiation, and multi-channel campaign execution.
- Strengthened the digital guest journey by auditing and optimizing 50+ local profiles across Google, Yelp, and TripAdvisor to improve visibility for high-intent local dining searches.

Digital Marketing Coordinator 2022–2023
Lids

- Led global paid media operations, generating \$22M in attributed revenue from \$1.7M in advertising spend and achieving a 27.14 ROAS.
- Managed a \$2M annual digital advertising budget delivering 900M+ impressions across North American and European markets.
- Executed localized paid campaigns across the UK, France, and Canada, adapting creative and audience strategy for individual markets.
- Supported omnichannel marketing for 1,300+ retail locations through geo-targeted campaigns designed to drive digital engagement and in-store conversion.

Marketing Manager 2023–2024
Lucas Oil Indianapolis Raceway Park / NHRA

- Led integrated marketing campaigns across social, email, web, print, and broadcast to support event attendance and fan engagement.
- Expanded the digital presence of three locations across Instagram, Facebook, TikTok, and X through coordinated content strategy and real-time event coverage.
- Managed paid and organic campaigns while improving the WordPress web experience with conversion-focused content and landing pages supporting lead generation, registration, and ticket sales.

Founder / Creative Producer 2019–Current
AllBall Photography

- Founded and manage an independent creative production business serving sports, nonprofit, corporate, event, and private clients, overseeing client relationships, contracts, production, and final delivery.
- Produced social-first content for clients including Big Brothers Big Sisters of Central Indiana and events featuring Tamika Catchings.

EDUCATION **Albion College | Albion, Michigan**
Bachelor of Arts, Integrated Marketing Communications
Minor, Marketing Management | NCAA Student Athlete

SELECTED SKILLS

Paid + Performance: Meta Ads Manager, TikTok Ads Manager, paid social, audience targeting, campaign optimization

Marketing: Influencer marketing, partnerships, integrated campaigns, campaign management, content strategy

Digital Growth: Local SEO, Google Business Profile, WordPress, web optimization

Creative: Adobe Creative Suite, creative direction, content production