

Anthony O'Baner Jr.

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anthonyobaner.com

Experience

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- Junior Producer
Ralph Dec 2020 - Current
 - Leads, manages and oversees campaign asset production for multiple titles
 - Manages all client communications, influencer outreach, etc. for campaigns
 - Ideates, pitches, and contributes social strategies and solutions to and for clients
 - Ensures efficient cross-team workflow and communications
 - Sets production timeline(s) and oversees budget(s)
- Production Coordinator
Ralph Jul 2019 - Dec 2020
- Editor-in-Chief
The Manor Mar 2016 - Mar 2019
 - Led team of 30+ contributors (editors, writers, stylists, etc.)
 - Increased user traffic by 76.7%, sessions by 50.4% (Mar 2018 - 2019)
 - Established and maintained relationships with local and international industry leaders, editors, and influencers
- Product Copy Intern
Moda Operandi Jun - Aug 2017
 - Wrote 100+ product descriptions for website on daily basis
 - Initiated research projects on luxury designers, products, etc.
 - Assisted Marketing, Editorial, and Studio departments with daily operations
 - Operated company content management systems for eCommerce initiatives

Skills

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Brand + Project Management
Art + Creative Direction
Research + Ideation
Public Speaking
Time Management
Funny*

Programs

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AirTable
G-Suite (G-mail, Slides, Sheets)
MS Office (Word, Excel, PowerPoint)
Adobe CC (InDesign, Photoshop)
Social Media (Instagram, Twitter, TikTok)
Coding (Basic HTML/CSS)

Education

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Savannah College of Art & Design
B.F.A. Fashion Marketing and Management
May 2019

*Seriously. I'm hilarious.