



contact

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education

**Bachelor of Business,
Marketing & Sports Management**
Loyola University Chicago
Quinlan School of Business
AKPsi Business Fraternity

expertise

- Brand Strategy
- Campaign & Content Execution
- Visual Storytelling
- Graphic Design
- Presentation & Pitch Deck Design
- Event & Experiential Design
- Go-to-Market Strategy
- Project & Client Management
- Social Media Management

proficiencies

Design: Adobe Illustrator, Photoshop,
& InDesign • Canva • Procreate •
Figma • Google Slides • KeyNote

Collaboration: Miro • Monday.com •
Trello • Google Workspace

Marketing: HubSpot • Hootsuite •
GA4 • Google Trends • Meta Business
Suite • TikTok Creative Center

passions

- Leader, Topstep Diversity &
Inclusion Committee
- Etsy Shop Owner, Invitations &
Stationary Designer
- Completing Ballpark Bucket List
- Grocery Shopping
- Refurbishing Furniture

creative strategist | brand storyteller | designer

Creative marketer blending strategy, storytelling, and design to help brands feel as good as they look. I care about the why, the story, and the people behind every project. With my experience rooted in early fast-paced startups, I bring structure, curiosity, and creativity to all of my work.

Annie Cannata

Creative Strategist & Designer

Freelance | May 2021 - Present

Collaborating with startups and established brands to elevate storytelling and design through strategic creative direction. Connecting communities to companies through smart, cohesive, and meaningful branding.

- Led creative direction and execution across digital, print, and experiential campaigns—translating business goals into bold, cohesive work that drives engagement and impact.
- Designed 200+ page RFPs and high-stakes presentations that helped clients advance to finalist rounds and win new business through clear storytelling and refined visual flow.
- Brought brands to life through immersive event activations and trade show experiences, building environments that felt cohesive, intentional, and unmistakably on-brand.
- Developed creative systems for events and employer branding that strengthened internal culture and deepened audience connection through thoughtful storytelling and design.
- Led end-to-end design of launch pages and digital experiences that balanced UX strategy with brand voice to generate awareness, excitement, and measurable growth.

PartySlate

Product Marketing Manager

May 2022 - June 2023

- Pioneered PartySlate's first product marketing role, building a foundational strategy and key frameworks—including brand guidelines, buyer personas, competitive positioning, and Go-To-Market plans—driving adoption and growth across both B2B and B2C segments.
- Acted as liaison between product, marketing, sales, and executive teams, streamlining all projects to ensure content alignment, expedited project delivery, and effective cross-department communication.
- Spearheaded pricing and packaging strategies, managing internal and external communications to streamline the sales process and drive efficiency. Resulted in 4% reduction in monthly churn rate.
- Created a training program for the sales team, leveraging qualitative insights from customer calls and quantitative data from Google Analytics equipping them with skills and knowledge to sign and renew.
- Conducted a comprehensive digital audit and applied insights to elevate the brand's online presence, increase product adoption, and develop compelling, data-driven storytelling.

Topstep

Product Marketing Specialist

Sep 2021 - Apr 2022

- Effectively managed external communications ensuring consistent messaging for product launches, changes, and sunsets to a contact base of 135K and collaborated with the marketing team to align messaging across various channels, including email, paid media, and social content.
- Proactively identified strategic opportunities to enhance product positioning and messaging, leading to a 5% increase in product email open rates and a 3% boost in product email click-through rates.
- Collaborated closely with Product leadership to streamline ideation and planning, ensuring clear organization-wide communication—with a particular focus on prepping Marketing for external rollout.
- Partnered with the UX Designer to enhance the user sign-up experience, optimizing the user journey, streamlining user tasks, and professionalizing the product.

Senior Social Media & Community Manager

Jan 2019 - Sep 2021

- Demonstrated leadership skills by securing a promotion to oversee a \$40K budget, lead a team of 2, and drive the social media strategy for an extensive social following of 100K+.
- Key stakeholder in the rebranding and merger of TopstepTrader and TopstepFX, owning social media strategy and execution to unify brands, boost engagement, and drive a cohesive digital presence.
- Nurtured a thriving online global community of over 20K traders, serving as a moderator, collecting feedback, and acting as a liaison between the community and company leadership.
- Orchestrated the highly successful, and now annual, Market Mania bracket campaign during March Madness, resulting in 5,000+ bracket submissions, 1,000+ new leads, and \$215K+ in revenue.
- Conducted "innovation hours" to foster team creativity, inspire out-of-the-box thinking, and generate campaign ideas that pushed the boundaries of traditional marketing approaches.

Social Media & Community Manager

Jan 2017 - Jan 2019

- Pioneered a newly created role at Topstep, dedicated to establishing a robust social media presence. Developed and implemented brand voice, content strategy, and original content.
- Achieved substantial social media growth from 2017-2019, with notable increase in following—Instagram: 96%, Facebook: 80%, Twitter: 51%, and garnered 6,000 YouTube subscribers from scratch.