

# KERRY FRANCES ANDERSON

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## Experience

*Mustard Seed Co - June 2013-July 2017 - Remote*

Launched and grew my own Coaching, Consulting, and Creative Services business for online small businesses and creative individuals. Life and career coaching, along with business development, digital strategy, digital marketing, copy, branding, website development, list building, e-commerce, opt-ins, and more. Maintained a full wait list, even at closing.

*Blogging/Writing - January 2011-Present - Remote*

Original blogs written in the voice of the brand for each specific target audience. Organic SEO, in-text links, stock photos/graphic design as necessary, personality, and research. Writing includes: website copy, emails, tag lines, about me pages/bios, product descriptions, etc. Current/past clients: HHC Living, Viesso, Hiring America Shop, LiveDallas, etc.

*Social Media Management/Influencer Outreach - January 2011-July 2017 - Remote*

Content creation, graphic design, copy, strategy, research for all channels. Platforms: Facebook, Instagram, Twitter, Pinterest, YouTube, Wordpress, Shopify, Blogger, Tumblr, etc. Current/past clients: Viesso, Acting Out, The Stars Hollow Shop, Mischief Makers Theatre Company, etc. Influencers: StudioDIY, Natalie Jean, Bubby + Bean, etc.

*Professional Actress - 2004-Present*

Work includes Broadway tour, off-broadway, regional theatre, commercials, voice over, print modeling, and hand modeling. Networks/brands include: HBO, MTV, Geico, Entemanns, Prudential, Hasbro, etc. Member of AEA, Rep'd by CESD.

## Education

Wagner College - Bachelor of Arts in Theatre and Speech  
Dean's Scholarship for Academics and Theatre  
Dean's List Recipient; Alpha Omicron Pi Sorority

B-School by Marie Forleo

Business Development and Training, Digital Marketing, Digital Strategies

Ziva Meditation

Vedic Meditation Expert (2x/day, every day, 7+ years)

## Service

- Dog Rescue/Shelter Volunteer; annual birthday fundraiser \$3,500+
- Volunteer Social Media for Badass Brooklyn Dog Rescue
- Organized Haiti Relief Fundraiser in US/Canada totaling \$55,000 (w/ Red Cross matching donations)
- Mr. Bones & Co "Rescue The Runway" volunteer
- Broadway Cares/Equity Fights AIDS: singer in various benefits
- CCAP benefit volunteer (silent auction, photographer)
- St. Jude's Hospital letter writing, ran card campaign
- Making Strides Against Breast Cancer annual Central Park walks
- Locks of Love donations