

# Annie Muscat

research-driven content strategist

949.680.6199 // [annie.muscat7@gmail.com](mailto:annie.muscat7@gmail.com) // Seattle, WA



[linkedin.com/in/annie-muscat/](https://www.linkedin.com/in/annie-muscat/)



[anniemuscat.com/portfolio](https://anniemuscat.com/portfolio)

## Education

Google UX Design Certificate  
Completed February 2025

Seattle University  
M.F.A. Arts Leadership

Fordham University  
B.A. Communications & Media Studies;  
Art History; minor in Spanish

## Skills

Content Strategy	GA4
Market Research	Semrush
Project Management	WordPress
Leadership	HubSpot
SEO	Asana
Copywriting/editing	Figma

## Leadership

MFA Capstone Researcher // 2024  
Led a qualitative study and peer reviews.

Orientation Leader // 2019  
Co-led tours and mentored students.

Arts Editor, Fordham's "the paper" // 2018-2019  
Delegated articles, edited content, designed page layouts for optimal reading.

## Volunteer Work

Crisis Counselor – The Trevor Project  
Document Translator – New Sanctuary Coalition  
Vice President – Fordham Art History Society

## Experience

Director of Digital Experience – Alluvit Media Nov 2020 - Present

- Conceptualize, plan, and execute multi-channel B2B/B2C marketing strategies tailored to user personas and customer journeys.
- Achieved a 34% YoY increase in organic traffic and 65% uplift in conversions for a key client through data-driven content strategies.
- Lead cross-functional teams to deliver content aligned with brand voice, strategic objectives, and evolving customer needs.
- Spearhead website optimization efforts for five clients, leveraging A/B testing, data analytics, and customer insights to improve engagement.

Freelance Copywriter – Various 2021-Present

- Collaborates with technology, SaaS, B2B, finance, and cultural organizations to develop persuasive marketing content.
- Tests and refines messaging strategies based on performance data and customer feedback.

Digital Marketing Intern – Guggenheim Museum Spring 2020

- Analyzed visitor reviews and monitored digital engagement metrics to provide actionable insights for optimization.
- Researched concurrent exhibitions and identified strategic cross-promotional opportunities to boost audience engagement.
- Collaborated with teams to develop targeted marketing campaigns.

Communications Intern – PEN America Fall 2019

- Researched and curated global news for a daily newsletter distributed to thousands of subscribers.
- Drafted high-impact promotional copy for news and events across web and social media channels.

Curatorial Research Intern – Whitney Museum Fall 2018

- Conducted research for current and upcoming exhibitions, presenting findings to curators