

Anna Fetter

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EDUCATION

The University of North Carolina at Chapel Hill

Chapel Hill, NC

Media & Journalism (BA) with a focus on Interactive Media / Management & Society (BA), Minor in Data Science
Graduated May 2025

Involvement: The Daily Tar Heel, Honors Carolina in London, UNC Global Story, club ski team alpine racing captain, club water polo

Vassar College

Poughkeepsie, NY

Expected May 2025, Transferred May 2022

Involvement: NCAA Women's Cross Country, Josselyn House First Year Representative

SKILLS & INTERESTS

Skills: internal & corporate communication, programming (HTML, CSS, Javascript, Python, R), web design, Google Ads, human-centered design

Relevant Coursework: Introduction to Programming and Data Science, Probability, Introduction to Digital Media, Writing & Reporting, Interactive Media, Graphic Design, Principles of UI/UX Design, Moral Machine Learning, Media Ethics, Multivariable Calculus

EXPERIENCE

The Daily Tar Heel

Chapel Hill, NC

Business Manager

August 2024 – May 2025

- Manages the business needs of UNC's non-profit, student-led newspaper with a weekly print circulation of 10k, online circulation of 50k readers in collaboration with the executive director
- Acts on the Daily Tar Heel's leadership team including the editor-in-chief, advertising director, and non-profit board
- Researches new revenue streams to sustain the Daily Tar Heel's financial security as a non-profit organization employing student journalists, editors, account executives, marketers, and a small full-time professional staff

Advertising Assistant / Classifieds Manager

August 2022 – August 2024

- Verifies the status of over \$30k/month worth of advertisements across digital, social, & print media to ensure enough operating revenue
- Responds to student & community member inquiries online & over the phone
- Uses Google Ad Manager to manage digital impressions on the Daily Tar Heel's website

Staff Writer, Lifestyle

Hussman School of Media & Journalism

Chapel Hill, NC

Research Assistant

January 2025 – April 2025

- Performed data analysis & published visualizations using R for a fellow student's thesis titled: "Between Humor and Truth: An Ethical Analysis of Political Satire in 2024 Election Coverage"

GitHub

Remote

Internal Communications Intern

May 2024 – August 2024

- Worked across the communications team to promote employee engagement through Slack messages, internal news posts on an intranet, GitHub TV episodes, and all-company events
- Collaborated with the social media & shop teams to research new technologies & vendors
- Assisted HR in building community among the interns & produced content to showcase the interns during internal events
- Proposed an employee ambassador program
- Developed an understanding of git, GitHub, and basic programming languages (md, html, css, js) within GitHub's intranet

Halpern

London, UK

PR Intern (Beauty Team)

September 2023 – December 2023

- Built PR strategies to increase sales & brand awareness in the beauty sector
- Pitched products to 500+ journalists & digital influencers on behalf of Halpern's clients resulting in press coverage in national & online media
- Assisted with brand activation events to increase brand awareness
- Worked on projects for Dove UK, Unilever, Medik8, RoC, Trinny London, GHD, Curel, E45

L3Harris

Rochester, NY

Order Management Intern

June 2023 – August 2023

- Completed quotes/responses/proformas for commercial & government Department of Defense customers in accordance with laws & company policies in the tactical communications segment
- Presented a process to improve shipping cost estimates by 30%

Xanterra

Yellowstone National Park, WY

Senior Guest Services Agent

May 2022 - August 2022

- Acted as a hotel front desk shift lead for 120 guest accommodations at Lake Lodge during historic flooding and guest evacuation of Yellowstone National Park