

Anya Bingler

FRACTIONAL MARKETING, STRATEGY & CONTENT

A seasoned digital professional providing fractional marketing support in multi-channel content, social media, design and campaign execution. I deliver agile, detailed and impactful solutions for targeted marketing needs with a focus in hospitality, technology and consumer brands.

EXPERIENCE

APRIL 2024 - PRESENT

Break Bread Consulting | Remote Digital Marketing and Design Lead (Contract)

- Leading marketing strategy with execution on website, blog, SEO, social and podcast partnerships for the restaurant technology consultancy.
- Completed rebranding project with website, UX design and brand identity.

Restaurant Resource | Remote Marketing and Design Strategist (Contract)

NOVEMBER 2023 - PRESENT

- Developing GTM strategy for platform designed to help hospitality operators find pre-vetted vendors, services and events launching late 2025.
- Designing UX assets (i.e. website pages) and creating content across digital platforms (i.e. website, landing pages, social, email, one-pagers, toolkits).

BoardSpace | Remote UX Designer (Contract)

MAY 2023 - JUNE 2023

- Redesigned B2B SaaS key features in the mobile experience for the board management software. Select recommendations implemented Fall 2023.

APICII Hospitality | San Francisco, CA Director of Digital Marketing, Development

AUGUST 2019 - SEPTEMBER 2021

- Managed digital marketing initiatives and completed market research, assessments, concept and menu development for hospitality projects.
- Developed 360 marketing plans for pre-opening and opening phases for The Bath Club Miami, The Wheel and Cisco Brewers at The Village Stamford.

The Gumbo Bros | Brooklyn, NY Marketing Consultant (Contract)

NOVEMBER 2018 - NOVEMBER 2019

- Completed brand audit and executed monthly content across social, email and reputation management for Brooklyn-based independent restaurant.
- Increased social following by 30 percent in 6 months.

Marley Spoon | New York, NY Content Manager US

FEBRUARY 2018 - OCTOBER 2018

- Created content for website, mobile app, in-box experience, social and blog for Martha & Marley Spoon, the Martha Stewart recipe focused meal kit, and Dinnerly, the affordable meal delivery service.

Crunch Fitness | New York, NY Social Media Manager

JANUARY 2014 - FEBRUARY 2018

- Established brand social standards and ran social media strategy plans (organic and paid) for brand campaigns acquiring 100K+ followers for the global fitness gym chain embodying a 'No Judgments' brand mission.

Ajax Union | Brooklyn, NY Social Media Strategist

JUNE 2012 - DECEMBER 2013

- Managed social media and digital presence for 20+ clients by developing strategic social brand campaigns with SEO-friendly content including blogging, community management and social advertising.

CONTACT

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 Austin, TX

EDUCATION

Springboard UI / UX Design Certification

2022 - 2023

Completed 700+ hours course material, industry internship, 1-on-1 expert mentorship

Institute of Culinary Education Restaurant and Culinary Management Certification

2018 - 2019

Completed food business program; Graduated with Highest Honors

Lehigh University Bachelor of Arts

2008 - 2012

Major in Journalism
Minors in Psychology and
Mass Communications

MARKETING SKILLS

Strategy & Execution

- Fractional Marketing Strategy
- Digital Marketing Leadership
- Multi-Channel Campaigns
- Content Strategy and Planning
- Sales Enablement and Support

Project Management

- Stakeholder Communication
- Vendor Management

Digital Marketing

- Copy and Content Creation
- Reputation Management
- CMS Setup and Maintenance
- Social Media Management
- Performance Analytics

CURRENT PLATFORMS

- Figma
- Canva
- Mailchimp
- Jasper.ai
- Gemini
- Wix
- Squarespace
- Trello
- ChatGPT
- Google Workspace