

# Anna-Marie Abell

*Doing what it takes to get the job done.*



I didn't see any aliens in Area 51, but in Hangar 18, I found a file with all the secrets to successful marketing sitting under a jar labeled "Element 115."

# Creative Expert in a Box

*(Just add wine)*

**LESS FILLER. BETTER TASTE. NATURALLY SWEETENED WITH EXPERIENCE.**

**Creative Director • Marketing Communications Specialist • Direct Response Consultant**

Creative Consultant with 23-years of experience in all facets of creative design/direction, with an emphasis in direct response, website design, social media, and video production. With a broad skill set, I have the ability to cut down on outsource costs and have a complete understanding of all advertising mediums. I strive for cutting-edge creative that will produce a solid ROI.



## How It's Made:

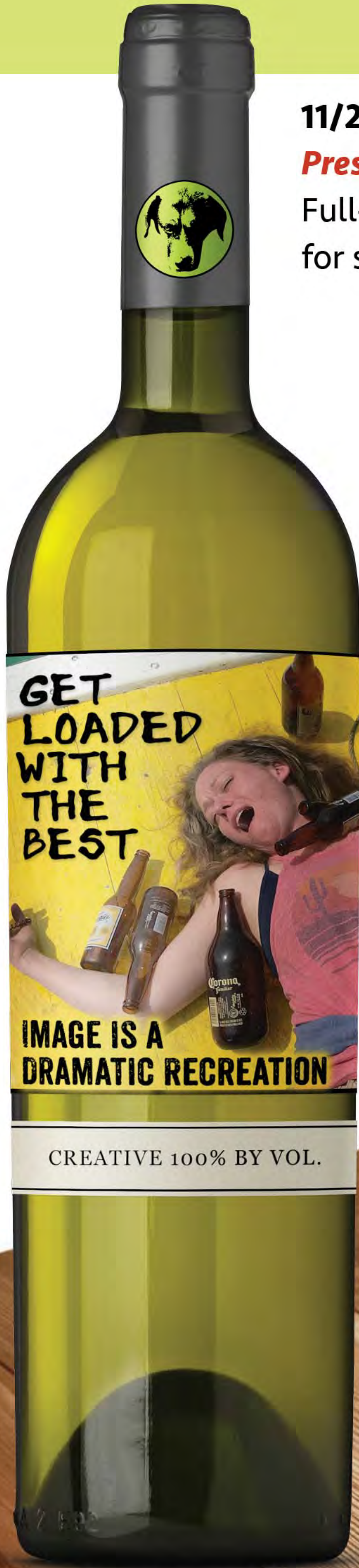
Acrobat, Adobe Express, AfterEffects, Classified Alien Tech, Dreamweaver, E-Pub Software (Full Publishing Suite), Espresso, Final Cut, Firefly, InDesign, Illustrator, Mailchimp, Microsoft Word, Photoshop, PowerPoint, Scrivener, Wine Bottle Opener, Wordpress, WooCommerce, Zoom

## This Product Contains the Following Skills:

Book Publishing & Marketing, Content Editing & Proofing, Copywriting, Creative Concepting, Creative Writing, Direct Mailers, E-book Creation, Fifty Push-ups on My Toes, Graphic Design (Banner Ads, Book Cover & Interior Design, Branding, Brochures, Business Cards, Infographics, Letterhead, Logo Design, Mockups, Package Design, Photo Correction, Print Ads, Signage/Banners/Posters/Outdoor, Social Media Content, Web Elements, Pretty Much Anything), Interactive PDFs, Landing Page Videos, LMS Content/Setup/Management, Marketing & Direct Response Consulting, Newsletter Design/Strategy, On Camera Presentations, Pizza Making, Photography (Food, Landscape, Macro, Nature, Products), PowerPoint Presentations, Producing/Directing (Specialty in Direct Response), Production/Post Production, Real Estate Advertising, Scriptwriting, Social Media Advertising/Management (Content Creation with Graphics & Video), UI Design, Video Conversion, Video Editing, Video Graphics, Videography, Voice Overs, Website Design/E-commerce (Wordpress & WooCommerce), Zoom Webinars

# Big Head Marketing

Full-Service Marketing and Advertising



11/2006-Present

**President/Owner - Big Head Marketing, LLC - Bella Vista, AR (Previously San Marcos, CA)**

Full-service marketing and advertising company with a focus in creating an online presence for small businesses.

**Satisfied Customers:** 1-Year Ads, Anima Mundi International, ADM, AIMS, AmericanBridal.com, Azali Fine Art Gallery, Beach Soccer Championships, Bedrock Self Storage, John D. Beran Realty, Bhpbilliton, Bazi Publishing, Buffini & Company, Buffino, Cargill, California Welcome Center, Concretelideas.com, eBay Vantage Guide, EquestrianCoach.com (Contracted COO for 14 years), Essential Tennis, FastCash4All, FunFari Ultimate Safari, Golden Moor, GovJob.US, Global Web Solutions, Health Connect, Independent Construction Inspection, IntelEd, International Coatings, Ink Horse Publishing, Instant Paysites, The Jacques Company, J&J Security Services, LandAuction.com, LandWerks, LEDpower, Legendary Times Magazine/Books, Living Safari, McCrary Publishing, Meals on Wheels of Durham, MeetYourSweet, My Bullet, National Recreational Properties, Native Skies Gallery, Plager and Schack, RapidInduct, RookieDoctor, SafeSoftSolutions, Standard Process of Southern California, Total Health Enhancement, Urban Housing Solutions, Usanifu International, Visit Oceanside Conference & Visitors Bureau, Web Sponsoring Secrets, Wellspring Thoroughbreds, Zozimus, Zuora, Zydex.

"We highly recommend Big Head Marketing. The final product is better than we imagined!"

- Health Connect Systems



"Anna is absolutely on the mark. Send her your projects!"

- Landwerks

"Big Head Marketing did a wonderful job. The communication was excellent and they stayed perfectly within budget. The quality of the work was outstanding. I plan to use them again!"

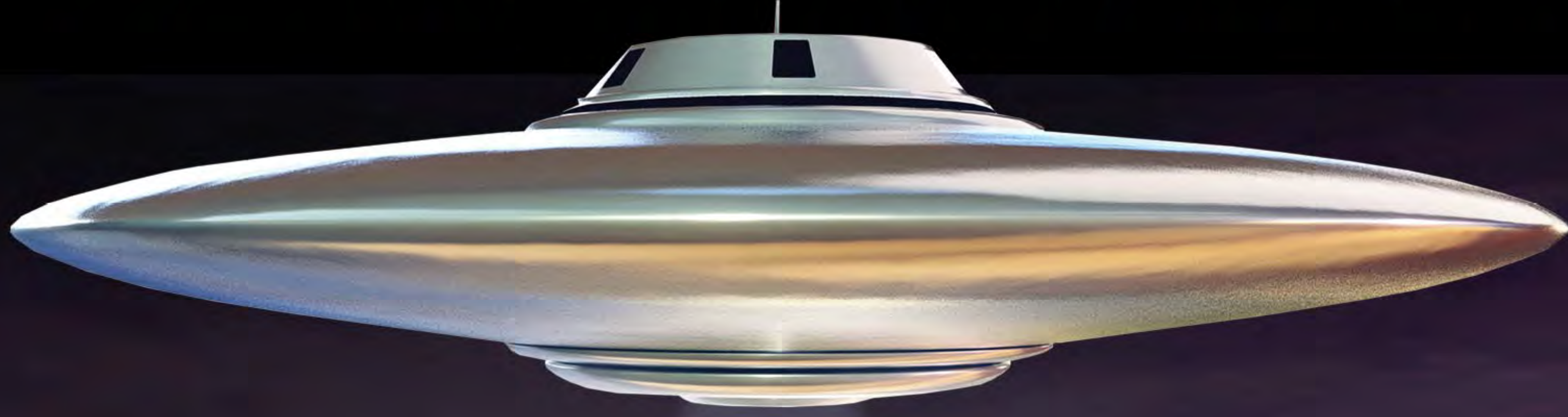
- FastCash4All





# ALIEN ABDUCTION PRESS

FULL-SERVICE BOOK PUBLISHING AND MARKETING



2016-Present

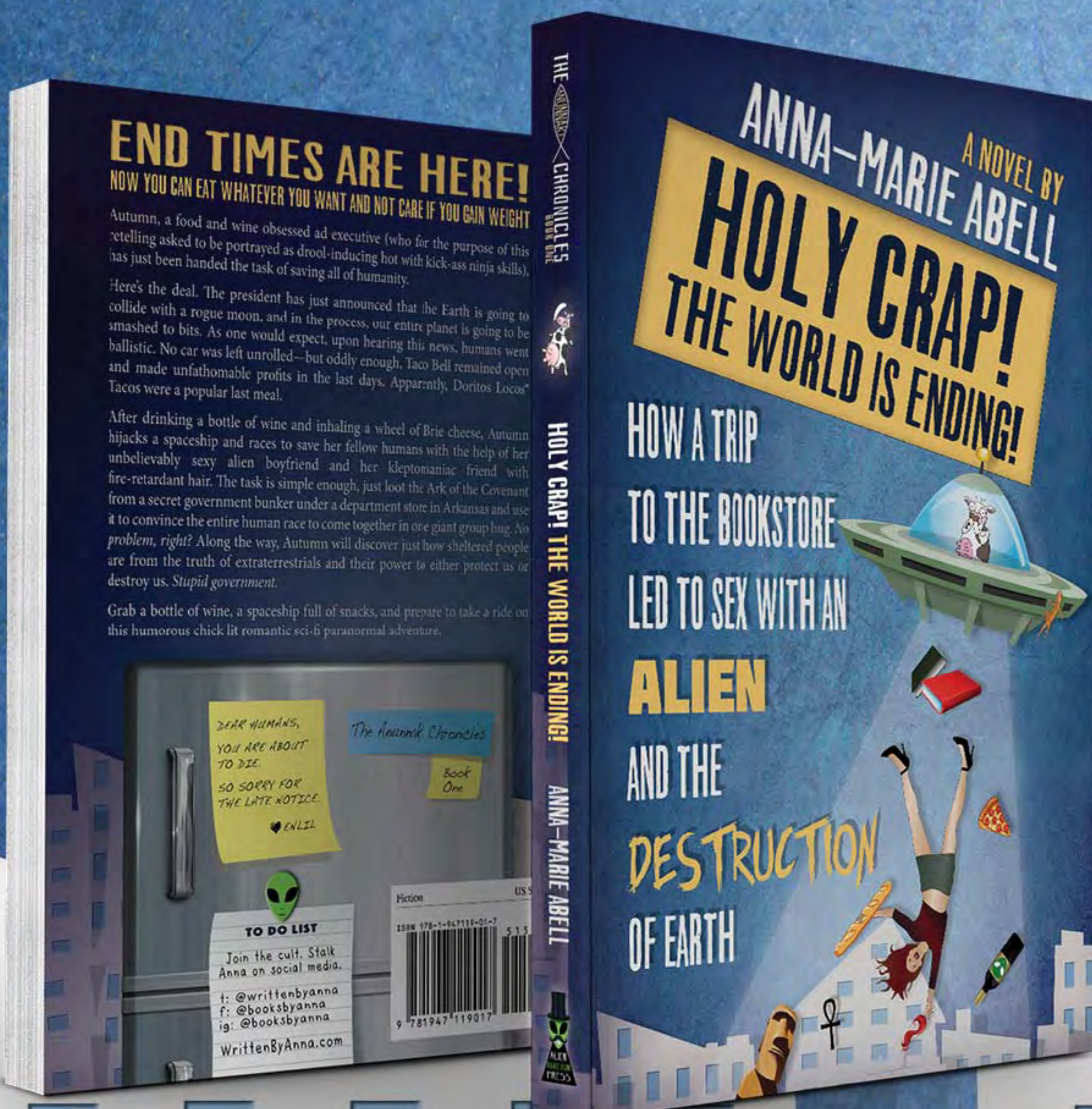
**Owner - Alien Abduction Press  
Bella Vista, AR (Previously San Marcos, CA)**

**Out of This World Publishing and Marketing**

From start to finish, Alien Abduction Press takes books from concept to worldwide distribution and beyond. Get full-service treatment or pick and choose what you need. No project is too small unless it is the size of a quark.

### List of Services (Completely Random Order of Things):

Editing Services (Content, Edit, and Proof), Book Design (Cover and Interior/Digital and Print), Publishing and Distribution (Print and E-book Worldwide), Consulting, Full-Service Marketing, Website Creation, Social Media Setup and Management (Including Goodreads, Amazon, and Author Central), Metadata and Category Management, Group Presentations, Graphic Design Services, Copy and Content Writing, Ghostwriting.



## SHAMELESS PLUG

### I WROTE AN AWARD-WINNING BOOK

"A trip to the bookstore brings about new love and a desperate plan to save humanity in Abell's smart debut. The blend of humor and action works wonderfully."

— Publishers Weekly

"An unexpected story that promises to be one of the most creative fictional discoveries of the year...a fun approach to the entire save-the-Earth-from-alien-invasion scenario which successfully turns traditional approaches upside down."

— D. Donovan, Senior Reviewer, Midwest Book Review



# Past Work Experience

Yes, I Can!

**1/2001-11/2006 - VP of Advertising at NRPI & LandAuction.com**

**Irvine/CA**

*Real estate company.* Oversaw all facets of advertising for 16 real estate subdivisions, as well as year-around real estate auctions throughout the county. Managed and mentored a diverse creative team and marketing department. This included creative/art direction for all marketing campaigns and sales materials, media plans and budgets, website development, CRM, lead tracking and data analyzation, online marketing, and print/e-mail campaigns. Budgets ranged from \$1-25 million per year, per property. Also included script-to-screen creation of long and short form infomercials hosted by Erik Estrada, Chuck Woolery, and Bob Eubanks.

**11/1997-1/2001 - Director of Special Projects at JCR Advertising**

**Foothill Ranch/CA**

*Direct response automotive advertising agency.* Ran the "Non Automotive Division" where I produced direct response advertising, including infomercials and marketing materials/campaigns, for clients such as Biozhem Anti-Wrinkle Cream, FiberThin, Laser Eye Center, Minute Brite, Real Screens, and various resort communities.



## Education



CHAPMAN UNIVERSITY  
**DODGE COLLEGE**  
OF FILM AND MEDIA ARTS

**Chapman University - Orange/CA**

BFA - Film and Television Production (1999) • BFA - Media Performance (1999)

**Notable:** 3.97 GPA • Summa Cum Laude • Grey Key • Honors in Film and Television Production

## Awards & Honors

Billboard Worthy



### Professional and Academic Awards

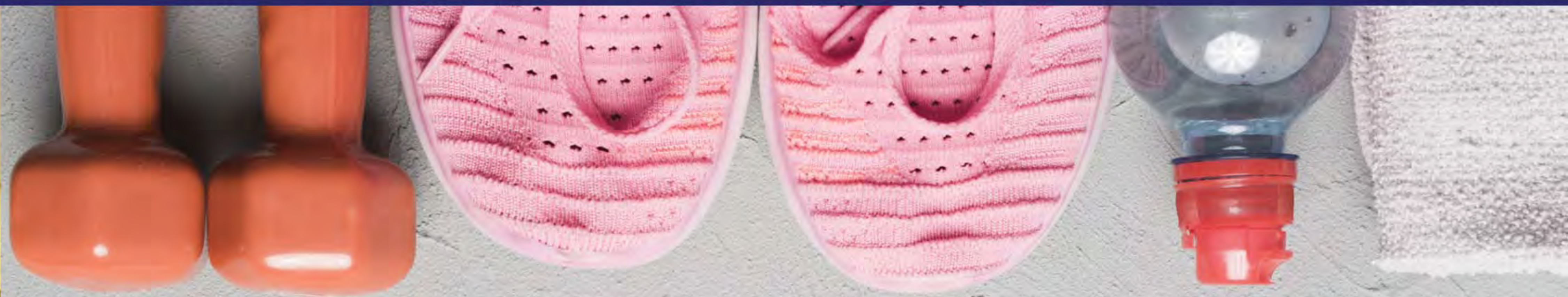
- 3-Year Recipient of the "Outstanding Service and Dedication" Award (National Recreational Properties)
- Recipient of 80% Tuition Scholarship (Chapman University Theatre Program)
- Marion Knott Scholar Mentored by Author Hiller (Chapman University)
- Deans Award of Merit for the School of Film and Television (Chapman University)
- Film and Television Student of the Year (Chapman University)
- Television Production of the Year (Chapman University)

### Author Awards and Honors

- 30th Annual IBPA Benjamin Franklin Awards Silver Medal Winner for Best Science Fiction & Fantasy
- 30th Annual IBPA Benjamin Franklin Awards Silver Medal Winner for Best First Book (Fiction)
- Voted in the "Top 40 of Your Favorite Contemporary Science Fiction Authors" by Book Riot Readers
- 2019 San Diego Book Awards — Geisel Award for the Best Published Book
- 2019 San Diego Book Awards — Best Sci-Fi/Fantasy Novel
- Shelf Unbound Magazine - 2018 Best Indie Book (Notable Indie)
- 2018 Next Generation Indie Book Awards - Best Chick Lit Novel (Finalist)
- 2017 William Faulkner - Wisdom Competition - Novel Category (Finalist)
- 2017 The Southern California Book Festival - Wild Card Category (Honorable Mention)

# Group Fitness Instructor

*I'm Gonna Pump You Up!*



## **8/2016-Present - Fitness Instructor at Various Gyms**

I know. Odd to include fitness in this resume. But it is one of my passions and a big part of my life. I am outgoing and a leader by nature, teaching about a hundred dedicated individuals per week (18-20 classes). It is an extension of my marketing and sales experience to get full classes, showcasing my personality and ability to bring diverse groups of people together.

## **Bio (According to AI But Oddly Accurate)**

Anna-Marie is a certified fitness instructor with a passion for empowering others to achieve their health and wellness goals. Inspired by her own positive experiences in group fitness, Anna-Marie began teaching in 2016.

With a diverse range of certifications, Anna-Marie offers energetic, challenging, and fun classes that cater to various fitness levels. Her dedication to her craft is evident in her ability to motivate and inspire her students, fostering a supportive and inclusive community.

## **Formats**

BodyPump, BodyCombat, Strength, POP Pilates, Cycle, Core, Flexibility, HIIT, Team Building/Partner, Circuit, Mixed Format, Sandbell

## **Work Experience**

24 Hour Fitness, Bella Vista POA, Bentonville Parks & Rec, BlakeSt, Crunch Fitness, EōS Fitness, Fayetteville Athletic Club, Torch Fitness, Tyson Headquarters, Walton Life Fitness Center, Workroom Fitness

## **Certifications**

Les Mills BodyCombat, Les Mills BodyPump, POP Pilates, Schwinn Indoor Cycling, Ride and Define, Hyperwear Sandbell. CPR/AED Certification Current.

## **Awards**

### **24 HOUR FITNESS LES MILLS SUMMER SMASH CONTEST WINNER**

One of the top ten GXIs with the highest attendance in the nation for launch week out of 143,000 participants.

### **EōS FITNESS GROUP INSTRUCTOR OF THE MONTH**

Group instructor of the month for the California region in March 2021.



# Portfolio Sampling

*Just a Teaser*

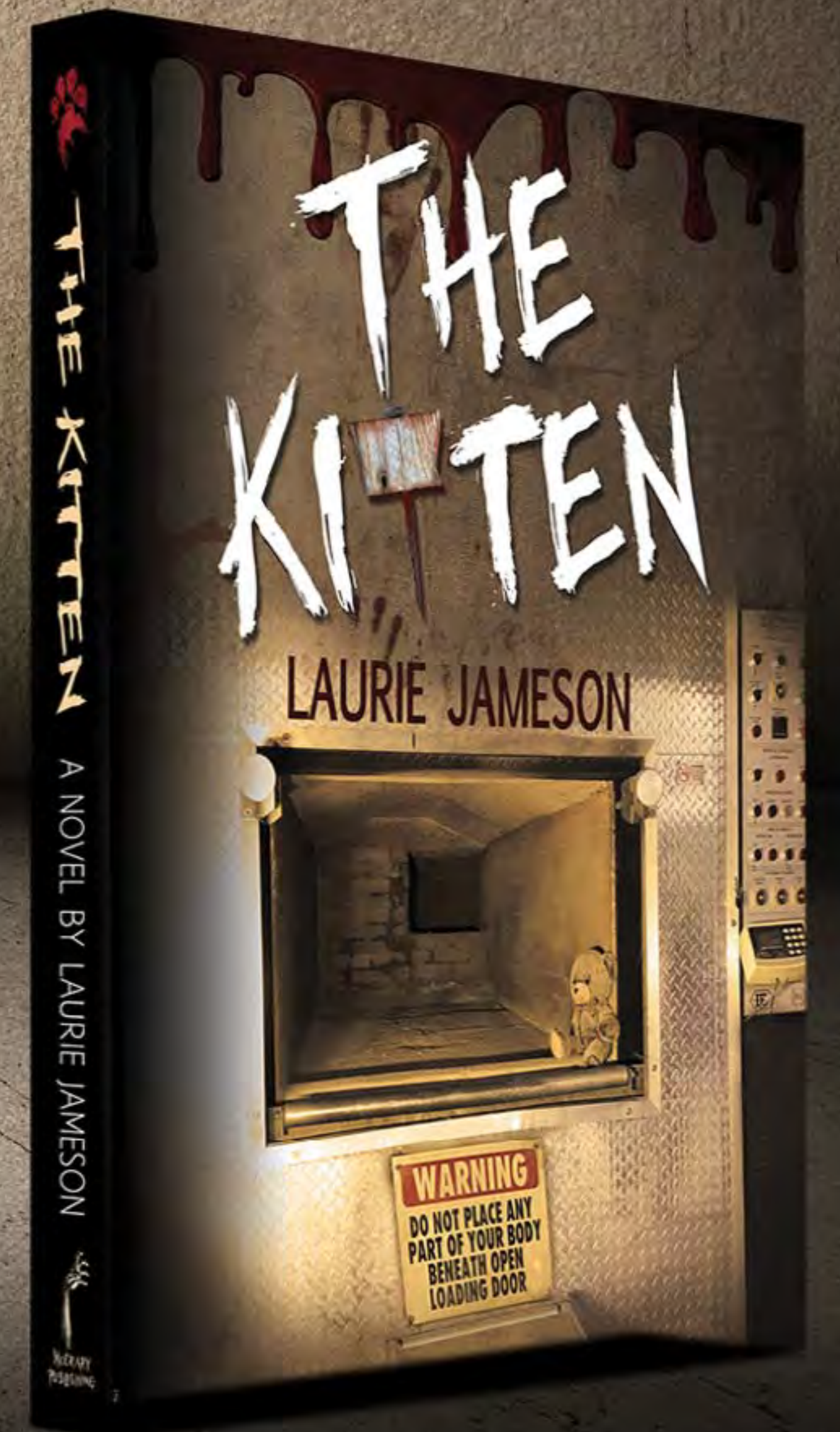
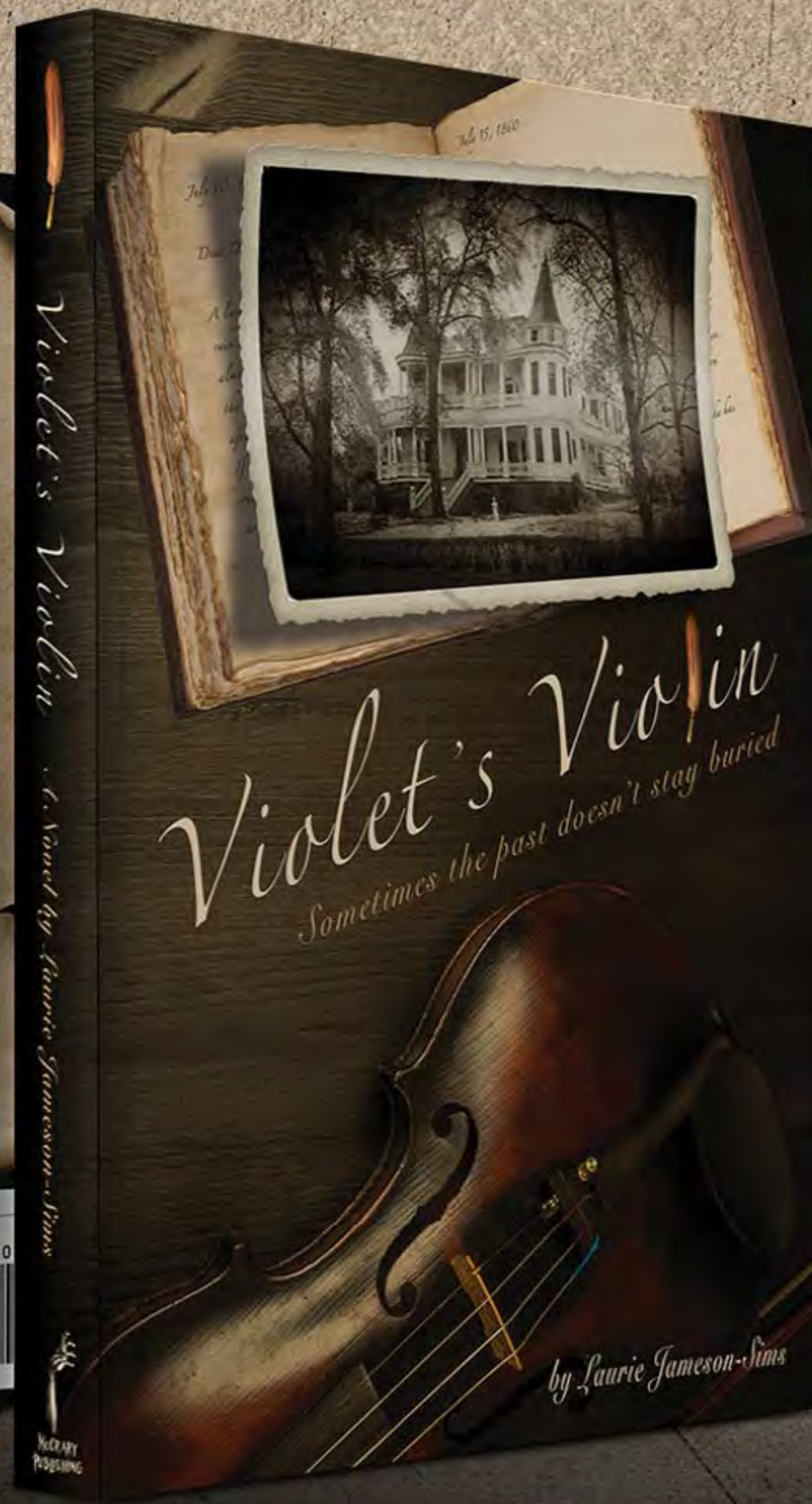
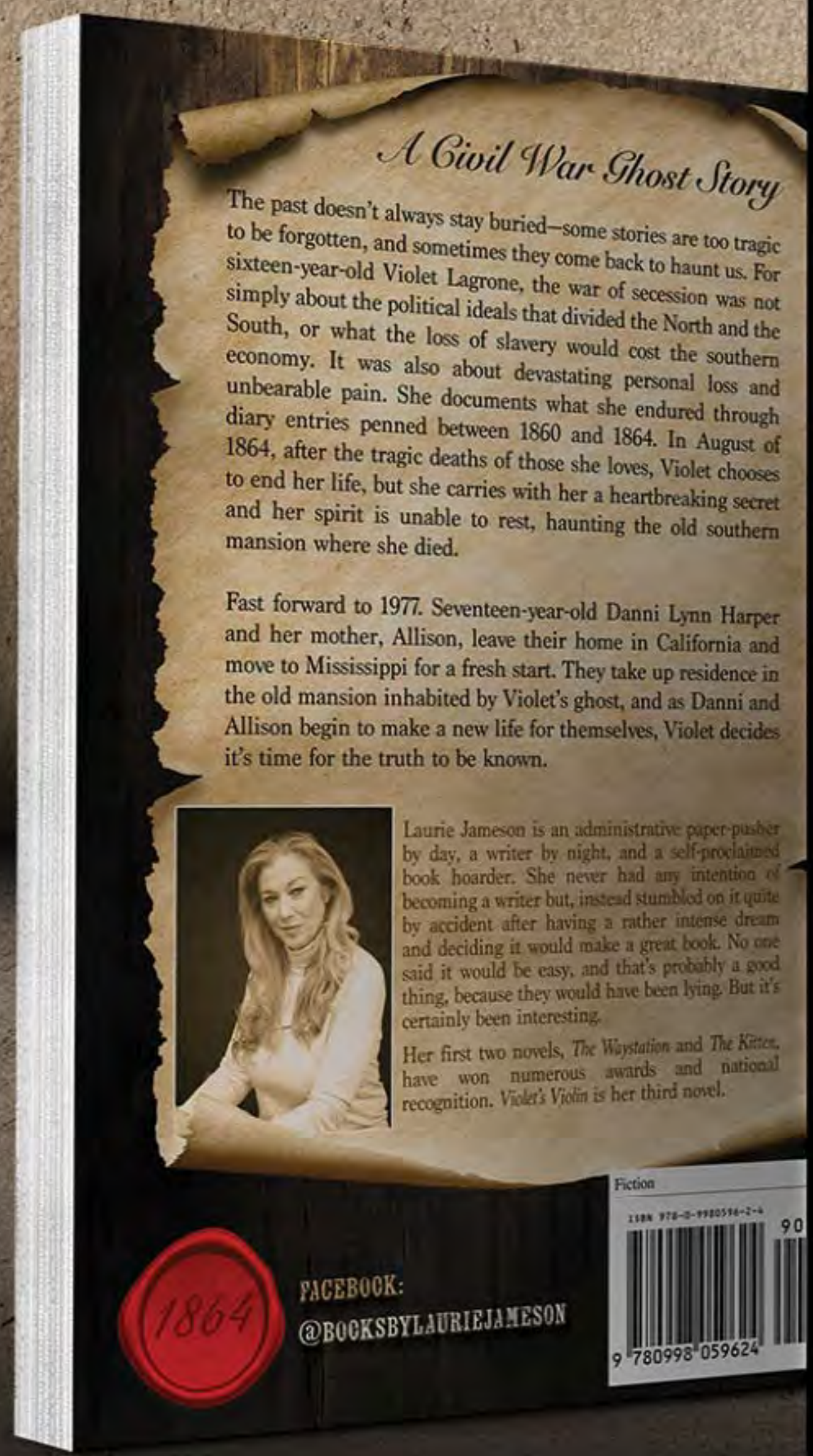


*Logo Design*



*Photography*

# Branded Book Design



**ANGEL FIRE**  
NEW MEXICO HOME SITES  
VIEW | GOLF COURSE | SKI RESORT



Real Estate Marketing  
Fun fact: I did the photography too!

AT LAST... AN EASY WAY TO OWN A SLICE OF AMERICA



...THE LAND

Home ownership is the American dream – and for good reason! YOU get to decide how you want your home to look instead of a landlord deciding it for you. With an Angel Fire home site, you will have completed the first step to building a future...whether it be to relocate, retire, or build a vacation home. Custom home sites ranging from 11,000 square feet to 170,000 square feet are available. Each of these spacious properties features stunning views of snow-capped mountain peaks, towering pine trees or lush meadows brimming with wildlife. Each home site includes paved roads, water and sewer, underground utilities and best of all, the friendly, safe atmosphere of resort living.



...THE LOCATION

Angel Fire Resort is a four-season, family-oriented resort destination with superb recreational activities all year long. With near-perfect weather and an average of 300 days of sunshine each year, you can play all day or just sit back, relax and enjoy all that this natural paradise has to offer. The resort offers fabulous skiing facilities with 67 runs, 5 chairlifts and over 13 miles of cross-country trails. At 8,600 feet in elevation, the Angel Fire Resort Golf Course is one of the highest courses in the nation. In addition to golf, the outdoor enthusiast can enjoy tennis, lake and river fishing (with fly-fishing instruction), horseback riding, river rafting, mountain biking, ATV tours, and hiking throughout the Enchanted Circle.



...THE DEMAND

Because of the high demand for these home sites, they will be sold on a first-come, first-served basis and they are selling fast. Several of the other subdivisions that NRPI has offered in the past, have already sold out. You really can't afford to miss this opportunity. Resort communities like this that are located on a ski resort, for these amazing prices, are almost impossible to find. Please, don't wait another minute. Start planning your future by owning New Mexico real estate!

SKI RESORT LIVING IS NOW WITHIN YOUR REACH!



Waterwood



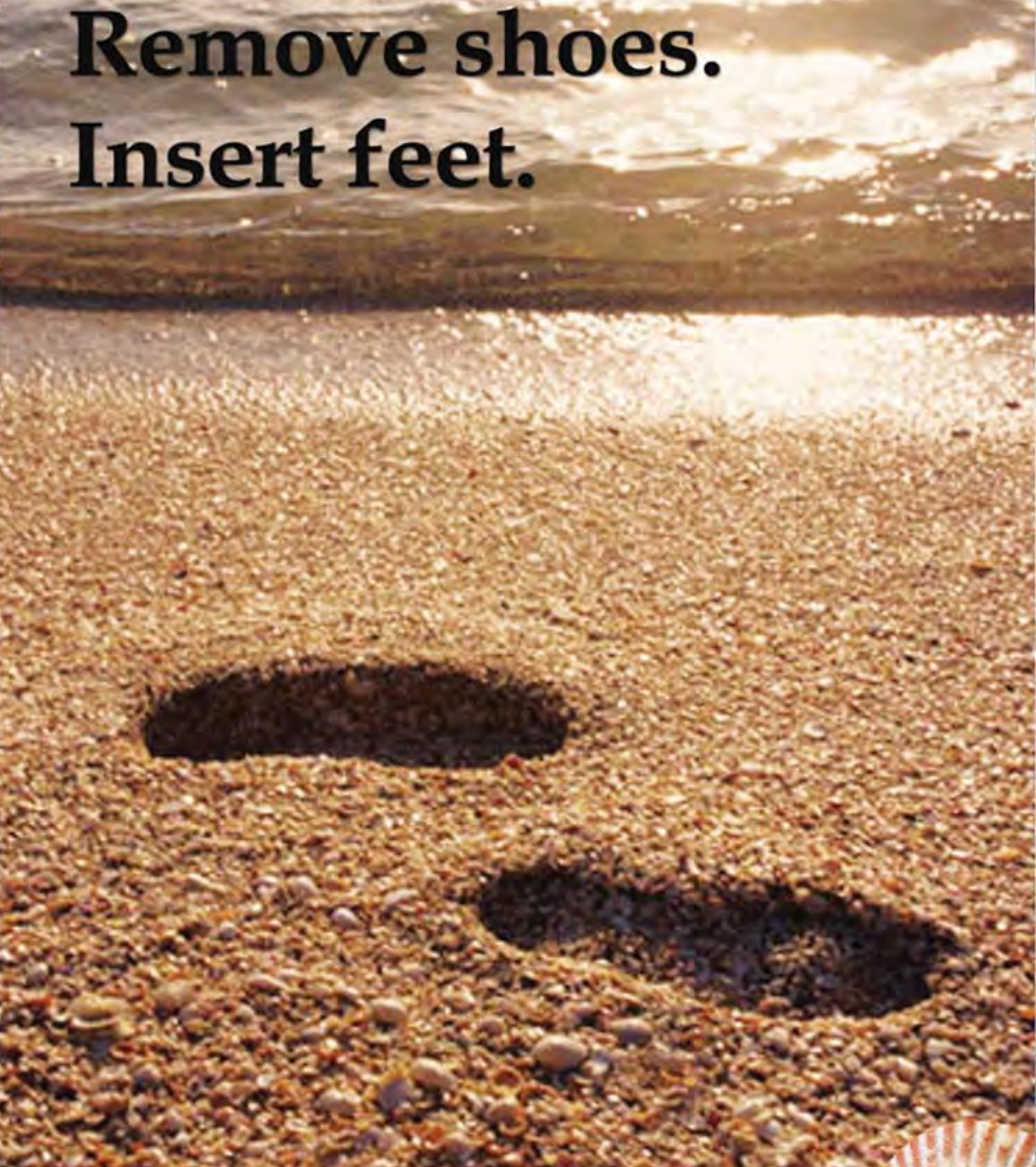
White Bluff



Horseshoe Bay



Columbia Lakes



Remove shoes.  
Insert feet.

They say everything is **BIGGER** in Texas  
That goes for the land deals as well!

**SAVE \$1,000**

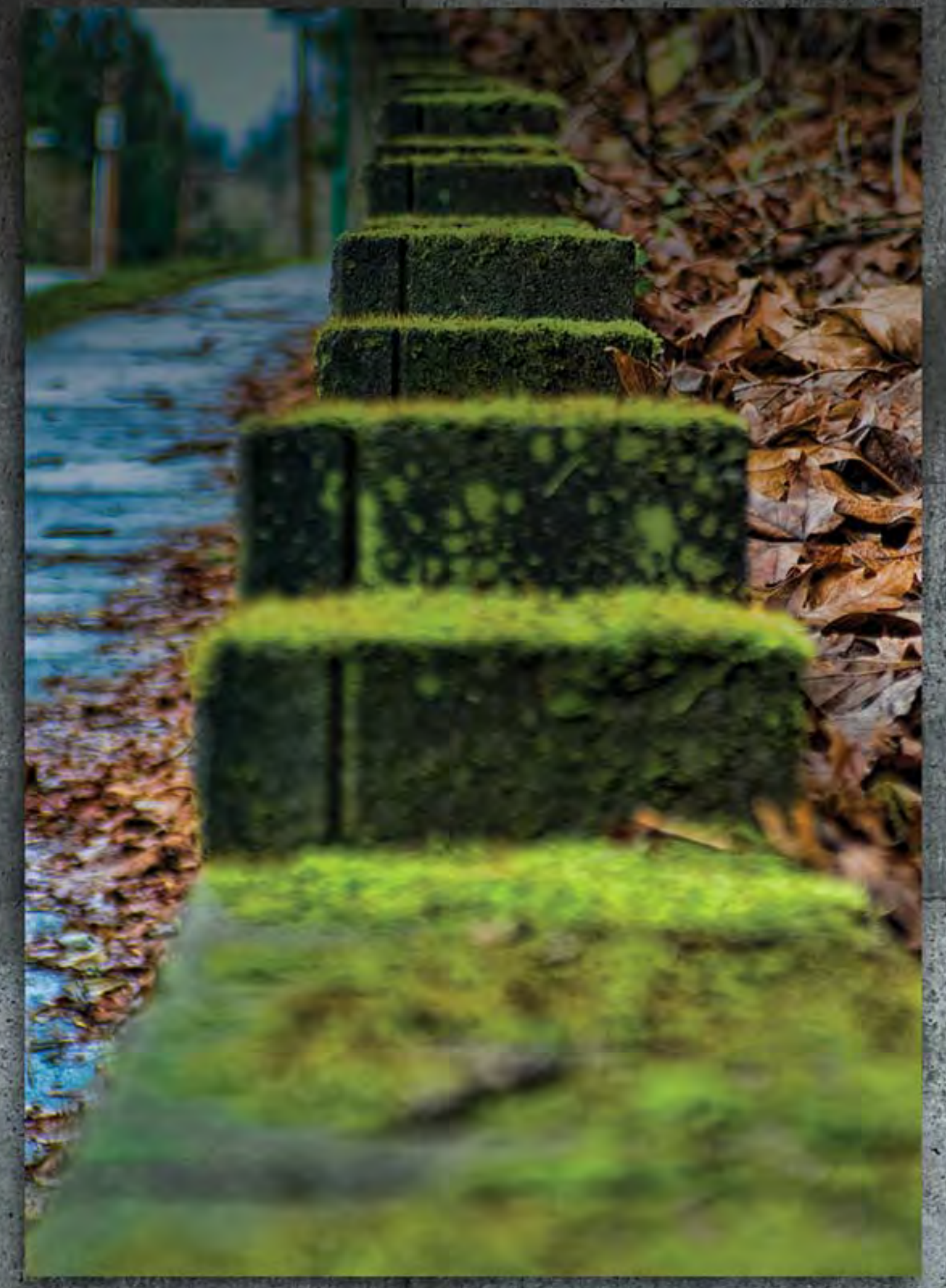
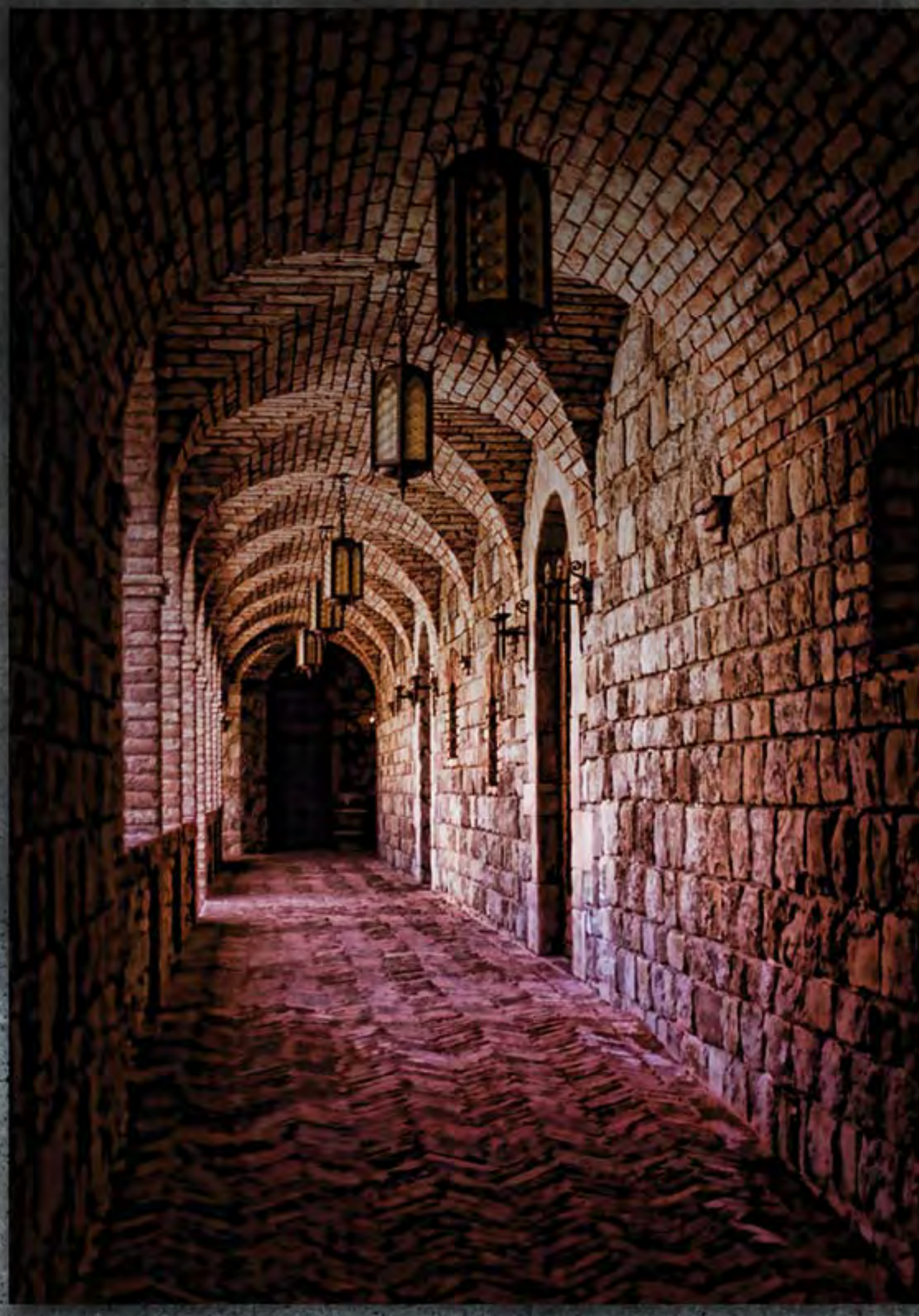
See reverse for details

**OCEAN SHORES**

••HOME SITES • WASHINGTON COAST••







Photographic Artwork



# Contact Information

Close Encounters Of the Fifth Kind



## QR Madness

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