

ANNA COSH

Marketing Professional

EDUCATION

2014 - 2017

Bachelors of Science in Business Administration, Art Minor (Graphic Design & Photography)

Houghton University

Awards: Cum Laude Distinction

SKILLS

Adobe InDesign	
Adobe Photoshop	
Adobe Lightroom	
Adobe Illustrator	
Copy Writing	
Photography	
Brand Strategy	

INTERESTS

Gardening

Traveling

Photography

Volleyball

Hiking

WORK EXPERIENCE

Global Marketing Manager

2022 - Present

G.W. Lisk Company

The global marketing manager at G.W. Lisk Company is responsible for leading and driving marketing and communication strategies for all global locations including Lisk Ireland, Tico Electronics and Island Components Group. Primary activities include the management of website performance including content strategy and implementation, brand experience, in-person events (i.e. industry tradeshows), social media strategy implementation, media development and go to market strategy and execution.

Marketing Specialist

2018 - 2022

G.W. Lisk Company

The marketing specialist role at G.W. Lisk Company is responsible for executing all marketing functions including developing various marketing campaigns including digital and in-person events (i.e. Tradeshows). Digital marketing campaign responsibilities include content strategy implementation, SEO & SEM strategy implementation, social media

Assistant Women's Volleyball Coach

2018 - 2019

Houghton College

Support head coach in primary coaching functions including motivating players, writing training programs, teaching players proper training techniques and ensuring their success. Launch and maintain HCVB outreach efforts via Instagram.

Market Research Analyst

2017 - 2018

G.W. Lisk Company

Internship providing market research and strategic analysis regarding various industry operations. Assisted in daily product management, sales and marketing functions.

Additional Experience

NFL On Location - Super Bowl 50, Hall of Fame Player Assistant

Houghton Student Enterprises, VP of Marketing and Graphic Design

Paradigm Volleyball Club, Assistant Volleyball Coach

Ignite International, Nicaragua Missions Volunteer