

ANNA BONELLI

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EDUCATION

University of Connecticut, Storrs, CT

Bachelor of Arts degree in Journalism; Minor in Communication, *May 2026*

ISI Florence, Florence, Italy

Communications, Digital Media & Foreign History Study, *May-July 2024*

High Point University, High Point, NC

Completed First Year Coursework in Marketing & Sales, *2022–2023*

RELEVANT EXPERIENCE

WTNH News 8 (Nexstar Media Group), New Haven, CT

News / Digital / Social Media Intern, *January 2026-Present*

- Collaborate directly with reporters to develop and expand their social media presence.
- Conduct on-the-ground interviews and assist in gathering field footage for broadcast packages.
- Contribute to story development by researching background, drafting interview questions, and shaping narrative angles.
- Support production of news packages from scripting to final assembly, ensuring cohesive storytelling.
- Perform on-camera stand-ups to strengthen reporting and delivery skills.

WFSB Channel 3 Eyewitness News (Gray Media), Rocky Hill, CT

Digital Intern, *September 2025-December 2025*

- Responsible for high-impact web stories using SEO strategy as a digital assignment desk coordinator.
- Pitched enterprise story ideas during editorial meetings.
- Embedded broadcast video and optimized multimedia content for digital distribution.

Palette Media, Los Angeles, CA (Remote)

Content Creator & Influencer, *March 2021-Present*

- Built and sustained a 750K+ audience by producing relevant, trend-responsive video content generating millions of views.
- Directed full-cycle brand partnerships, from concept to analytics reporting, for national and international companies.
- Translated platform insights into high-performing content strategy across TikTok, Instagram and YouTube.

High Point University, High Point, NC

Social Media Intern, *August 2022-June-2023*

- Developed promotional content supporting university departments and campus-wide initiatives.
- Assisted in executing strategic campaigns TikTok, Instagram, X, YouTube and preparation and assembly of physical mailings targeting prospective and current students.

Adore Boutique, Mystic, CT

Social Media Manager, *May 2023-September 2023*

- Elevated brand visibility through curated Instagram and Facebook content highlighting products and in-store events.

SKILLS

Technical: Adobe Premiere, Adobe Photoshop, Sony & Canon Camera Systems, ENPS, ARC, SEO Optimization, Rundown Creator

Productivity: Microsoft Office Suite, Google Workspace, Canva, WordPress, Zoom, WebEx, GrayAI, ChatGPT, Perplexity Ai, Google Analytics

Editorial: AP Style, Broadcast Scriptwriting, Proofreading, Copyediting, News Writing for Digital and Broadcast Platforms

Social Media: Instagram, TikTok, X, Facebook, YouTube, Social News Desk, Social Analytics & Insights

Language: Conversational Spanish