

Annie Howie

Specialist



Annie Howie is a dynamic marketing professional with a passion for making meaningful connections and building strong, lasting relationships. As a curious and creative individual, she enjoys diving deep into new projects and constructing unique strategies to meet client goals.

Originally from Fort Mill, South Carolina, Annie attended the University of South Carolina where she earned her degree in marketing and public relations from the Darla Moore School of Business. While studying at USC, Annie interned at an advertising agency and worked as a page for the South Carolina House of Representatives where she helped improve communication between constituents and their elected officials.

After graduation, Annie began her career as a Marketing Coordinator for a personal injury law firm in Columbia, SC. In this role, Annie focused on building the firm's brand and attracting new clients through strategic marketing campaigns and community outreach efforts. She also increased the firm's digital presence by leveraging social media content, robust search engine optimization techniques, and revamping their website.

Annie now lives in Charlotte, NC and spends her weekends exploring new restaurants, farmers markets, and breweries around the area. Outside of work, Annie is an avid music fan and enjoys going to concerts in her free time. She also enjoys cheering on the Gamecocks and Carolina Panthers (most of the time).

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NAVIGATING THE NARRATIVE

- Community Assessment
- Crisis Management
- Media Relations
- Message Development
- Project Launch
- Social Media
- Stakeholder Management