

CV ANICA ODELL-SMEDLEY

INFO

Who am I? Cooler than a cucumber, groovier than gravy, and definitely worth my salt. I'm a **top banana**; the cream of the crop with a cherry on top.

CONTACT

anicaos@peelsocialmedia.com (206) 639-4600



EDUCATION

Skidmore College, Saratoga Springs, NY May 2013
Bachelor of Arts in Asian Studies,
Concentration in East Asian Studies,
Focus in Japanese Music
Minor in Japanese Language
Overall GPA: 3.57, Major GPA: 3.88, Cum Laude

Sophia University, Tokyo, Japan Fall 2011 – Spring 2012
Cultural and Linguistic Immersion Courses

SKILLS

Social Media, Data Entry, Basic Website Design (Wix/Weebly/Wordpress), Organized, Detail-Oriented, Focused, Fast and Accurate Typist, Punctual, Great Communicator, Independent, Proficient in Japanese, Basic Level in Portuguese, Spanish, and Korean.

EXPERIENCE

Marketing and Development Intern, June 2014 – Current
Give2Asia, San Francisco, CA
• Curated weekly link round-up and newsletter
• Researched topics and wrote regular blog posts
• Maintained website and blog
• Designed and developed infographics for promotion, outreach, and customer reports

Freelance Social Media Consulting Spring 2013 – Spring 2014
Peel Social Media
• Working with individuals and small businesses to launch social media efforts and establish online presence.
• Giving lessons on social media page building, maintenance, and online outreach.
• Building and maintaining websites and social media profiles, monitoring activity and setting good social media standards, creating engaging content to expand audiences.

Senior Music Seminar Final Project Fall 2012 – Spring 2013
"Digital Divas: Into the Online World of Vocaloid"
Skidmore College, Saratoga Springs, NY & Princeton University, Princeton, NJ
• Conducted in-depth research on the Vocaloid voice synthesizer and online creative community
• Carried out six months of ethnographic fieldwork including both virtual and in-person interviews
• Engaged in participant-observation by composing and arranging music using the Vocaloid synthesizer
• Presented final project at Skidmore College and at the Princeton University East Asian Popular Culture Conference

Teaching Assistant, Fiddle Kids Camp, El Cerrito, CA Summer 2009
Office Volunteer, Golden Gate Audubon Society, Berkeley, CA Spring 2009
Horse Riding Instructor, Roughing It Day Camp, Lafayette, CA Summer 2011

Member, Asian Cultural Awareness (ACA), Skidmore College Fall 2009 – Spring 2013
Public Relations Officer, NihonGo Japanese Language and Culture Club, Skidmore College Fall 2009 – Spring 2013
Member, Sophia International Student Exchange Council, Sophia University Fall 2011 – Spring 2012
Member, Polo Club, Skidmore College Spring 2010 – Spring 2011
Japanese Driller, Department of Foreign Language, Skidmore College Fall 2010

SOFTWARE



HOBBIES

I enjoy singing, horse riding, cooking, reading, and spending time in the great outdoors. I like adventures and the thrill of discovering new things. I value passion, honesty, and creativity.