

ANIA STASICA

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EDUCATION

DePaul University; Chicago, IL

B.A. Communication and Media Studies; Minors: French, Intercultural Studies, Performance Studies

Kosciuszko Polish School; Chicago, IL

High school diploma in the Polish language, K-11

WORK EXPERIENCE

Toyota Product Specialist; Productions Plus; August 2024 - present

- Traveled to various U.S. regions as part of the Toyota auto show team to share information with consumers on the 23 vehicle lineup, generate leads for dealerships, collect metrics, and submit feedback.
- Ensured customer satisfaction by providing detailed product knowledge and problem-solving based on specific consumer needs.
- Surpassed daily general and dealership lead targets nationwide, supporting regional sales.

Freelance Experiential Marketing Manager; Chicago, IL; September 2017 - present

- Successfully executed brand activations, trade-shows, expos, pop-ups and various events to engage and educate consumers, while communicating brand ethos and information.
- Utilized strong analytical skills to evaluate decks, prepare and deliver presentations and demos, generated and qualified leads to increase brand awareness, buzz and sales while uncovering brand and consumer insights. Provided detailed event recaps with consumer commentary and KPI's.
- Doubled lead generation goals and implemented new strategies to create memorable experiences.
- Established and fostered strong relationships with over 40 nationwide agencies and private clients.
- Clients include McDonald's, Facebook, Netflix, Toyota, Ford, BMW, United Airlines, Coca-Cola, Corona, Visa, Abbott, Under Armour, Walmart, Geico, Samsung, T-mobile, Smarties, and more. 120+ brand partnerships.

NAMI Ambassador; Oak Park, Chicago, IL; Sept 2018 - Feb 2022

- Leveraged public speaking, storytelling, and engagement skills to educate local middle and high school students through a collaborative presentation aimed at reducing stigmas surrounding mental health, while providing support and resources.
- Drafted, edited, and presented personal speeches, leading over 50 presentations with the nation's largest grassroots mental health non-profit.
- Served as a liaison for both the Metro Suburban and Chicago divisions, reporting student feedback to the education manager, and answering students' questions.
- Identified through a peer referral for written mental health advocacy content on social media.