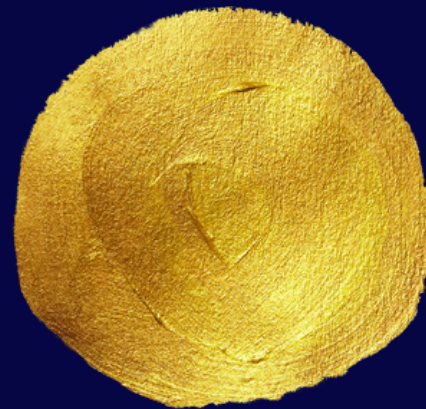


# ANNA M. BULSZEWICZ

*Lecturer. Leader. Entrepreneur. Marketing Consultant. Speaker.  
Creative Thinker. Global Educator. Communication Survivalist.*



Award-winning broadcast newswoman, turned academic, who earned a Master of Arts in Integrated Marketing Communications, to become an entrepreneur and educate the globe on communication survivalism.

## CONTACT INFORMATION

Mobile: 586-202-7554

Email : bulszeam@gmail.com

## EDUCATION

### **Master of Arts, Integrated Marketing Communications**

St. Bonaventure University

St. Bonaventure, N.Y.

2019-2021

### **Bachelor of Arts, Journalism and Mass Communication**

St. Bonaventure University

St. Bonaventure, N.Y.

2003-2007

## CERTIFICATIONS/SKILLS

- *Mental Health First Aid* certified
- *Google My Business* certified
- *YouTube Creative Essentials* certified
- Apple Final Cut Pro
- ibPublish 2
- AP ENPS
- Avid Xpress
- Microsoft Office Suite
- Standard digital camera equipment

## ADDITIONAL EXPERIENCE

Summer 2007 – Fall 2008  
TV News Reporter/Anchor/Talk Show Host, WBKB

Summer/Winter 2006/2007  
Special Projects Broadcast News Intern, WXYZ

## CAREER EXPERIENCE

### **Broadcast Journalism Program Director/Lecturer**

Russell J. Jandoli School of Communication, St. Bonaventure University, N.Y., August 2017 – Present

- Manage all necessary operations for student-run broadcast program, SBU-TV
- Created “Broadcast Journalism” major
- Created Women of Communication, St. Bonaventure University Chapter
- Deliver daily lecture content for core broadcast curriculum to undergraduate students
- Proposed/managed \$120k+ broadcast technology upgrade
- Created “Multimedia Journalism Around the Globe” study abroad program, Sant’Anna Institute, Sorrento, Italy
- Deliver “Women and Minorities in Broadcast,” lecture – Trinity College, Oxford U.K.
- Develop courses such as, “*Innovative Storytelling for Social Media/Mobile Journalism*”
- Contribute to successful marketing strategies for Jandoli School of Communication
- Partner with business school colleagues/students to teach best practices in writing/engaging storytelling, *SBU Innovation Center*

### **Award-Winning Weekday News Anchor/Reporter/Executive Producer, Manager**

WCTI/WFXI (Bonten Media Group), New Bern, N.C., November 2008 – August 2017

- Voted “Top News Personality 2016” New Bern Sun Journal Readers’ Choice 2016 Awards
- Rated “The Reason to Watch Anchor”, cited in reputable Fall 2015/2016 consultant news research
- Earned Nielsen/Frank N. Magid Assoc. Inc./SmithGeiger consistent top ratings/research scores
- Received several distinguished Associated Press Awards linked to news team coverage
- Generated thousands of followers on social media sites
- Managed NC12 morning team as executive producer/content producer/editor
- Produced morning website/social media content viewed daily by 400k+
- Delivered countless hours LIVE, award-winning coverage, \*ex: Hurricane Irene, 2011
- Produced news segments including investigative journalism topics and network segments with “Extreme Makeover, Home Edition” & “Shark Tank”
- Reported daily as sole bureau chief responsible for seven counties in viewing market

## ENTREPRENEUR

### **Anna Michele Communications LLC (Consultancy)**

Professional Marketing consultant/Communication Survivalist, May 2021- Present

- Developed masterclass product/service to educate global, corporate audiences on emotional intelligence and best practices in community. These practices, according to research, are necessary for our survival.

## COMMUNITY LEADER

- -Raised \$100k+ hosting/auctioneering for “Nicholas Sparks Foundation”
- -Co-chaired North Carolina “Professional Women’s Conference”
- -Fundraised/volunteered national organization, “METAvivor.org”
- -Advocated/fundraised/promoted/modeled “Coastal Women’s Shelter of North Carolina”
- -Participated in “Dancing With The Stars,” hosted by Pitt Community College, generated \$30k+
- -Advocated/fundraised/hosted for cancer non-profit group, “New Bern Get Your Pink On,” raised \$30k+
- -Advocated/hosted/fundraised for race and running organization, “Run The East”
- -Taught annual broadcast classes for hundreds of theater company students