

# ANNA BAKOS

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## Creative Marketing Leader | Brand & Campaign Strategist

Creative executive with 13 years of agency and brand-side experience, bringing global B2C and B2B product marketing expertise in omnichannel storytelling and a relentless pursuit of best-in-class ideas that accelerate brand growth. A brand champion and data-inspired strategist with a strong track record of leading high-performing, cross-functional teams that deliver bold, scalable creative. Experienced in crafting enterprise-facing narratives and collaborating with product and sales teams to support go-to-market strategy and customer engagement. Known for thriving in fast-paced, complex, matrixed organizations across regulated industries like healthcare and tech with optimism, clarity and a bias for action.

## SKILLS

**Brand Storytelling | Insight-Driven Creative Strategy | Integrated Marketing | In-House Studio Leadership | Agency Management | Creative Brief Development | Production Oversight | Marketing Operations Leadership | Digital Campaign Optimization | Cross-Functional Collaboration | Strategic Budget Oversight**

## EXPERIENCE

### *Intel Corporation – Tampa, FL (Remote)*

#### **GLOBAL CREATIVE AGENCY LEAD**

**12/2023 – 07/2025**

- Led global Tier 1 B2B and B2C creative marketing campaigns, driving creative strategy and aligning with business objectives to elevate brand preference, recognition, accelerate business growth, and deliver high-impact, on-budget executions. Presented campaign plan to CMO for executive approval.
- Scaled in-house agency model, doubling team size, establishing structure, processes, and workflow that delivered 3,000+ assets annually with 25% faster speed to market, driving 3X scope expansion and 80% cost savings vs. external agencies.
- Partnered with Business Operations and Analytics to define creative KPIs, build A/B testing frameworks and iterate asset optimization, driving performance 30+ points above benchmark, significantly maximizing brand impact and ROI.
- Redesigned campaign operations model to streamline workflows and scale creative delivery across regions. Consolidated supplier base by 54% through establishing preferred agency roster in partnership with Procurement, enhancing creative consistency and operational efficiency.
- Led agency selection and Tier 1 creative agency relationships across B2B and B2C campaigns including contract negotiations, staffing, and scope development. Reduced creative spend by 28% in 2025 SOWs while maintaining campaign quality.
- Awarded 2 Intel Marketing Division Awards in 2025 for strategic excellence and high-impact leadership. Recognized for leading AI PC campaign, supporting partner amplification and ecosystem messaging across global channels.
- Collaborated with partner marketing teams to develop co-branded creative assets, campaign toolkits, and messaging frameworks supporting joint GTM initiatives.

#### **SENIOR MANAGER, GLOBAL BRAND AND CREATIVE**

**12/2021 – 12/2023**

- Set vision for 4+ agency partners to deliver world-class creative, strategy, and solutions that are integrated with the overall business strategy and brand positioning across all channels.
- Led end-to-end creative development for Intel Evo – Intel's flagship consumer PC product and biggest marketing launch in a decade. Resulted in 52% recognition of Evo product. Architected a 9-market global workflow partnering with celebrity talent Jamie Foxx.
- Led a cross-functional team of 8 consisting of product marketing, media, in-country, .com, and organic social marketers to launch Commercial marketing initiatives delivering 641 assets with 80% geo optimization.
- Managed large-scale Commercial campaign production that drove 51% Intel recall in 8 markets and 16+ points preference lift for Intel's business client platform, vPro.

#### **MANAGER, GLOBAL BRAND AND CREATIVE**

**11/2019 – 12/2021**

- Galvanized cross-functional marketing and integrated agency teams to build compelling briefs and land big ideas aligned with brand narratives, goals and KPIs, driving revenue growth and exceptional audience experience.
- Launched *What's Inside Matters* processor preference campaign in 15 markets. Drove 55% Intel brand recognition and significantly contributed to MSS lift for Intel processors worldwide.
- Architected and managed agency processes spanning overall project workflows, resourcing, legal reviews and budget tracking enhancing delivery precision and cross-team alignment.

#### **Havas Worldwide – San Francisco, CA**

##### **ACCOUNT DIRECTOR**

**04/2018 – 11/2019**

- Acted as strategic advisor to 8 marketing leads, aligning promotional programs with business objectives to ensure KPI achievement and maximizing impact through on-time and on-budget delivery.
- Led digital marketing activations for agency's top healthcare revenue businesses, overseeing cross-channel campaigns across web, display, social, CRM, and sales enablement.
- Managed and mentored 3 direct reports, championing best practices to scale team performance and agency growth.

##### **ACCOUNT SUPERVISOR**

**05/2017 – 03/2018**

- Oversaw performance tracking and optimization of digital campaigns through ongoing A/B testing and analytics. Identified up-sell opportunities that increased client investment by 28%.
- Spearheaded initiatives to improve agency project management operations and implement internal pilot programs. Tracked progress and provided action plan for implementation.

#### **DDB Health – New York, NY**

##### **ACCOUNT SUPERVISOR**

**05/2016 – 05/2017**

- Directed cross-functional vendor management with 7 partners, delivering operational recommendations that ensure successful brand launch.
- Led multi-channel launch of digital and print tactics for a pharmaceutical company with limited resources; provided strategic and creative direction for the development and rollout of 22 pre-launch tactics and 50 launch materials in consistent brand voice and identity.
- Delivered brand transformation recommendations to C-level clients to foster organic brand growth, resulting in 32% growth in client investment.

##### **SENIOR ACCOUNT EXECUTIVE**

**01/2015 – 04/2016**

- Oversaw all aspects of tactical and financial management, including timelines, scope of work, totaling \$4 million across brands.

#### **Health4Brands Chelsea – New York, NY**

##### **ACCOUNT EXECUTIVE**

**01/2014 – 01/2015**

- Served as day-to-day contact for 5 client counterparts, liaising with 4 cross-functional teams and managing \$7M in estimates, invoices and budget tracking.

#### **Grey Healthcare Group – New York, NY**

##### **ASSISTANT ACCOUNT EXECUTIVE**

**06/2013 – 12/2013**

##### **TEAM SUPPORT COORDINATOR**

**07/2012 – 05/2013**

#### **EDUCATION**

**Syracuse University** – S.I. Newhouse School of Public Communications  
Bachelor of Science in Advertising, *Summa Cum Laude*  
Minors: Marketing, Psychology

#### **LANGUAGES**

Russian – Native/Fluent  
Spanish – Conversational