

How bikinis led Anna Culver to content creation

By: Mayah Morrison



Anna Culver headshot, 2025

While attending law school in Miami, Anna Culver felt a growing sense of unease about her future. Despite Culver being on track to add to her family's legacy of being lawyers, something was calling her to come back home to Texas.

For Culver, the path to her current role in public relations and content creation at Robert Half in Austin has been a blend of passion, practicality, and strategic networking that came amidst pursuing another career.

Culver said her time in this role has introduced her to the importance of doing what is best for you and growing relationships.

"I thought I always wanted to go to law school," Culver said.

Culver, who graduated from the University of Texas at Austin with a public relations degree, used her past internship at a bikini company in Miami to leverage herself into the world of PR. Today, she works at the Robert Half Agency in Austin as a social media content creator.

Culver's initial decision to major in PR was influenced by her natural people skills. PR gave her a strong communication foundation and offered great career skills and learning experiences.

"I knew I would always want it as a backup plan," she said.

After graduating from UT, Culver followed through with her long-term plan to enroll and attend law school. She went about this time thinking she would follow the path of her family and become a lawyer at the University of Miami.

After some time in Florida, she said she felt there was something off about life despite having friends and family in town. The path Miami was leading Culver down was being pursued for her family, not herself.

"I kind of realized that PR was more of my thing. I was better at it, not as time-consuming, and I knew I wanted to have a family and a real social life," she said.

After getting through a year of law school in Miami, Culver took action on the feeling that had been brought forward. She said she had decided to move back to Austin and use a connection with a former interview subject who worked at Robert Half, which helped her secure an interview and, eventually, a job at the agency.

Looking back, Culver said Miami was the place that had introduced PR as more than just a backup plan. An internship from her sophomore year of undergrad with a swimwear brand was more than just a resume filler, Culver said.

In her current role, Culver said she manages social media accounts, creates content, and engages with clients. She explained that in her position, creativity does not determine success, but rather knowing what the stakeholders want to see and hear to attract them to the brand.

“Since I've started this job, in specific, it has been able to let me focus on, like, still like living my life, not just all about work, which was an issue I kind of had before,” Culver said.

This job highlights how important networking is in and coming out of college so that you can live a balanced lifestyle later in life, Culver said.

"Everyone tells you to do LinkedIn, connect with everyone, meet with professionals, take them to get coffee, and it sounds basic, but it honestly is everything," Culver said.