

B/H

BRYNNA HARRIS

Media, Marketing and Communications Manager

WORK EXPERIENCE

MEDIA, MARKETING AND COMMUNICATIONS MANAGER

CS Week

2016-Present

MARKETING COMMUNICATION SPECIALIST

American Bank of Texas (Now First United)

2014-2016

Worked directly with Marketing Director and Assistant to fulfill the bank's marketing needs. Maintained/coordinated social media platforms including Facebook, Twitter, LinkedIn and Wordpress. Created marketing communications for campaigns such as graphics, brochures, handouts, infographics, postcards, and other promotional material. Maintained website, as well as create new content. Delegated, edited and posted company blog posts. Organized and designed bimonthly employee e-newsletters, and the ABTexas Travel Club Newsletter. Researched/recorded analytics for social media, and website. Event photographer and videographer/editor for basic needs. Maintained marketing invoice tracking log, and worked with Accounts Payable. Helped plan and execute ABTexas events.

MEDIA ASSISTANT

Insight Creative Group

2013-2014

Assisted the development, execution and maintenance of media spends. Designed aesthetic, easy-to-use and effective data layouts. Developed and maintained strong industry relationships among clients, vendors and representatives. Aided in the research of new advertising avenues/audiences. Proofed and trafficked all outgoing media, including print, digital, radio and TV creative. Negotiated and kept track of added value. Created YouTube and Google campaigns for various clients.

STUDENT SUSTAINABILITY INTERN

Oklahoma State University

2013

PERSONAL STATEMENT

My motto is to be a life-long learner. As the world around me constantly changes, I understand not only is it important to evolve and grow within my profession, but that life opportunities pass by when you are static.

I would always like to work for a company that I believe is a positive influence on the world around us. I have a strong commitment to community, sustainability and stewardship, and would like to work for a company that shares these interests.

EDUCATION

BA IN STRATEGIC COMMUNICATION **MAY 2013**

Oklahoma State University

CURRENT POSITION

Current career is focused around executing an annual utility education conference focused on customer service. Works directly under the Conference Director to create and oversee all of CS Week's media, marketing and outgoing communications. Crafts the look and feel of each conference to the unique location and theme. Uses Adobe Creative Suite (InDesign, Illustrator, Photoshop, Lightroom) to design online and physical pieces. Physical pieces include a variety of mediums from 18'x30' full color fabric backdrops, multi-page newsletters, postcards, bookmarks, and more. Coordinate with all staff members on needs, deadlines and forecasts. Plan, design and publish email blasts on Constant Contact, Cvent, Mailchimp and basic html editing in Adobe Dreamweaver. Transitioned, remapped and redesigned CS Week's website from Imis to Wix/Cvent combination platforms. Currently creates and manages website content/imagery. Manager of all internal media library including internal logos, sponsor logos, powerpoints, table tents, meter boards, and other graphics. Hosts/creates interactive magazines to be posted in Dropbox/Flipsnack, and an interactive floor plan on Thinglink. Uses Hootsuite to centralize social media messaging on several platforms. Also, responsible for posting live during event. Using Adobe Premiere Pro, crafts awards videos, and social media clips for distribution. At as onsite utility staff, doing whatever is needed during the event. Communicates and coordinates with media partners for event press.

CONTACT | 405.501.298 | BRYNNAHS@GMAIL.COM | LINKEDIN: WWW.LINKEDIN.COM/IN/BRYNNAHARRIS