

Brianna Newman
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Skills

- Proficient in Adobe Creative Cloud & Canva
- Confident with Microsoft Office & Google Suite
- Video Production: writing, shooting, editing
- Project & Database Management
- Targeted communication to stakeholders complemented by visionary storytelling
- Organizational Leadership & Small Group Communication
- Resourceful and creative intuition fueled by arts background

Education

Champlain College, Burlington, VT Anticipated graduation: May 2021
Pursuing a Bachelor of Science in Communication
Specialization in Public Relations, and an Event Management Minor | 4.0 GPA

- Awarded the 2019 Yankee Chapter PRSA Scholarship, Attended the PRSSA 2019 Regional Conference in Boston, MA
- Champlain College Trustee Scholar, awarded to students who earn multiple semesters with a 4.0 GPA
- Champlain College Dance Team Co-Captain

University of the Arts, Philadelphia, PA August 2016 - December 2017
Pursued a Bachelor of Fine Arts in Musical Theatre | 3.6 GPA

Communication and Event Experience

Each One Teach One, San Francisco, CA February 2021 - Present
Social Media Management and SEO Program Manager

- Developing social media management and SEO curriculums and presentations for 5- and 16-week programs
- Teaching social media management and SEO to interns ages 14+, guiding interns through the content planning process from crafting SMART objectives and content, to measurement and listening, and practicing basic SEO skills
- Managing Facebook as a community-building tool and to increase awareness, LinkedIn for more B2B connections including non-profits for interns to work and partner with, and all socials for empowering girls in STEM

David L. Cooperrider Center for Appreciative Inquiry, Burlington, VT September 2019 - Present
Events and Hospitality Coordinator

- Producing digital marketing videos and graphics for the center's affiliated events and partnerships
- Moderated and conducted 8 interviews for the AI World Inquiry project to showcase the stories of AI's impact and power of inclusivity in communities and organizations around the globe, produced 12 videos for digital marketing
- Designed a mock website using Wix Editor to pose as an example for the Center's website overhaul
- Archived the AI Commons website including inputting and analyzing data from 476 resources, 412 profiles, conducting a website review, and making data-based recommendations using Google Analytics

"Appreciative Inquiry Jam" 2020 Virtual Events Intern and Project Manager

- Conducted research for the transition to a virtual event including software, resources, and budgeting
- Drafted key messages for email and social media communications, managed the event email
- Built and managed a Sched site and Google site, added 231 profiles, all event info., and scheduled communications
- Created and designed a virtually-fillable Conference Journal & Guidebook, and a tech manual for the event

"Appreciative Inquiry Jam" 2019 Events Intern

- Assisted with registration, coordination, and evaluation, synthesized and reported data from 32 'feedforward' forms
- Supervised A/V components of the event, conducted short interviews, recorded key moments and presentations
- Compiled an event operations manual, including organizing the financials for the upcoming year

Vermont Dance Alliance, Burlington, VT February 2020 - June 2020
Video and Digital Media Intern

- Designed promotional materials for upcoming performances, created a postcard for the annual Gala
- Recorded interviews and rehearsals to then edit and produce videos for various owned media

Spielpalast Cabaret, Burlington, VT January 2019 - May 2019
Public Relations and Fundraising Intern

- Conducted the sponsorship, and coordination for the fundraiser, pitched to local businesses and gained sponsorship
- Wrote 2 press releases for the fundraiser and show, researched 20 media contacts before deciding on 8 to pitch to

A Community Conversation, Champlain College, Burlington, VT September 2018 - October 2018
"A New Vision for Champlain College" Coordinator

- Collaborated on the research, design, coordination, and evaluation of the event, oversaw a \$5,000 budget
- Designed the floor plan layout, crafted 7 custom centerpieces, and supervised the decor and set-up

Highlighted Achievements and Projects

- Inbound Marketing Certification, Pending Certifications in Google Ads and Hubspot Content and Social Marketing
- Developed a Public Relations Campaign Plan for Vermont Women in Higher Education