

Brianna Newman
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My values drive my activism towards closing the poverty (and opportunity) gap, uplifting LGBTQ+, and providing mental health care for all. I hope to use my dedication to storytelling paired with my management and communication experience and education to support a non-profit in its operations, communication, and fundraising efforts.

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
- 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 Non-Profit 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 that prepare girls from developing communities for a career in technology through mentorship and education
- Teaching social media management and SEO to interns ages 14+, guiding interns through the content planning process from crafting SMART objectives and content development, to measurement and social listening
- 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 including a video series on the Denver Museum of Nature & Science's "Community Collaborations Project"
- 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
- Archived the AI Commons website including inputting and analyzing data from 476 resources, 412 profiles, conducting a website review, and making recommendations to improve user experience

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

- Conducted research for the transition to an interactive virtual event including software, resources, and budgeting
- Drafted key messages for email and social media communications, managed the event email and tech support
- Built and managed a Sched site and Google site for the event, generated 231 attendee, speaker, and sponsor profiles added all event information and resources, and scheduled attendee and speaker communications

"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

Vermont Dance Alliance, Burlington, VT

February 2020 - June 2020

Video and Digital Media Intern

- Designed a postcard to promote the annual Gala
- Recorded interviews and rehearsals, edited footage, and produced 6 videos to share the choreographers' stories

Spielplatz Cabaret, Burlington, VT

January 2019 - May 2019

Public Relations and Fundraising Intern

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

Highlighted Experience and Projects

- PR Campaign Development for Vermont Women in Higher Education, includes research, key messages, goals, objectives, strategies, tactics, collateral, measurement, and calendars (September 2020 - December 2020)
- Event Volunteer for Hello Humanity's "Humans + AI: The Great Transition" at Google Headquarters (May 2019)