

Brenna Coyle

Contact

✉ bac73062@uga.edu
☎ 865-256-1989
🌐 BrennaCoyle
📧 BrennaCoyle.com

Skills

- Digital & Social Marketing
 - › Google Analytics
 - › SEO
 - › Web Design
- Adobe Creative Cloud
 - › Photoshop
 - › Lightroom
 - › Indesign
 - › Illustrator
- Web Development
 - › HTML/CSS
 - › Bootstrap
 - › Wordpress
- Soft Skills
 - › Innovative Brainstormer
 - › Natural-born Leader
 - › Detail Oriented
 - › Strong Work Ethic

Courses

Advertising
Marketing
Integrated ADPR Campaigns
New Media Production
Graphic Communication
Graphic Design
PR Research
Social Media Analytics
Journalism Writing

Awards

PRESIDENTIAL LEADERSHIP SCHOLAR
University of Georgia
Admissions
2015-2019

INSTAGRAM STUDENT SECTION FINALIST
Instagram
2018-2019

MICHAEL G. MORAN FINALIST
University of Georgia
English Department
2016

INTERNATIONAL FINALIST
DECA Advertising Campaign
Competition
2015

EDUCATION

BACHELOR OF ARTS

The University of Georgia
Public Relations | New Media Certificate
May 2019
3.6 GPA

STUDY ABROAD

Grady College Program
Cannes Lions International Festival of Creativity
June 2018
Cannes, France

EXPERIENCE

The University of Georgia Athletic Association
Jan. 2017-Present

Instagram
Aug. 2017-Present

University of Georgia Career Center
Aug. 2018-Present

PRSSA, Public Relations Student Society of America
Aug. 2016-Present

Zeta Tau Alpha, Gamma Pi Chapter
Aug. 2015-Present

BC Graphics
Aug. 2015-Present

The Masters
Augusta, GA
April 2017-Present

WNC Magazine
Asheville, NC
Summer 2017

Epting Events
Jan. 2016-May 2017

LEAD DIGITAL STRATEGIST & CREATIVE TEAM

- Conceptualize & implement fan-based content for multimedia platforms: 954k viewership
- Spearhead production on all accounts during live athletic events: Facebook, IG, Twitter
- Engage digitally & directly with international & local fans to optimize social outreach

INSTAGRAM STUDENT SECTION CORRESPONDENT

- Received recognition as a finalist among 170 collegiate reps for fall 2018 & 2019 coverage
- Create, coordinate & place digital advertising campaigns for optimal impact: 32+ stories aired
- Learn fundamentals of social media marketing from the official sports & editorial executives

ANALYTICS DIRECTOR & BRAND AMBASSADOR

- Present & pioneer concept ideas bi-monthly to enhance career center resources
- Calculate task initiative analytics monthly to continue capitalizing on-campus impact

PUBLICITY & EVENT PLANNING COMMITTEES

- Create & publish monthly InDesign issues including cover page & featured articles: 15 Issues
- Lead team by brainstorming & researching innovative & groundbreaking stories to cover
- Organized & executed the PRSSA senior banquet at the close of the 2015 year

EXECUTIVE COUNCIL: HISTORIAN & RECRUITMENT TEAM

- Facilitated all PR & Ad initiatives through digital, social, & print platforms: 300+ members
- Conceptualized & established website to highlight membership events: viewed 4,500+
- Filmed professional-quality video for new-member recruitment: viewed 2000+

FOUNDER & FREELANCE GRAPHIC DESIGNER

- Orchestrate and execute multiple projects simultaneously: 50+ projects
- Communicate with clients to conceptualize desired approach & vision: 3 draft average
- Design advertisements, websites, geotags, logos, sponsorship packets, & more: 30+ clients

CORPORATE HOSPITALITY MANAGER

- Serve and provide upscale experience to corporate clients during the Masters: 800+ clients
- Manage club team by coordinating schedule and daily tasks for dining services, valet, etc.
- Educate team on the fundamentals of event marketing and customer service

MARKETING, ADVERTISING & DESIGN INTERN

- Implemented new brand development & digital marketing plan: 36% increase in sales
- Designed, planned, & distributed content on multimedia platforms with new advertising strategies in mind: 20+ projects created on Indesign, Photoshop, FinalCut, Animoto
- Performed market research extensively & presented findings in weekly executive meetings

PERSONAL ASSISTANT TO CEO & PUBLIC RELATIONS INTERN

- Promoted from intern to right-hand of CEO, working 20+ hours each week after 6 months of dedication to the internship program
- Created customizable storyboard templates for future clients and primary event planners to utilize when brainstorming and formulating their vision

VOLUNTEER

Aces for Athens
Aug. 2015-Present

UGA Miracle
Aug. 2015-May 2016

MENTOR & TENNIS COACH

- Spearheaded and initiated the launch in Fall 2015: 46% club membership increase in 2018
- Mentor inner-city elementary school students by teaching them tennis fundamentals

DIGITAL MEDIA COMMITTEE

- Advertised magazine & social posts internally & externally for non-profit donations
- Designed ISSUU publication and multimedia graphics for annual 5k event; 3K shares