| Brelyn BashrumPortfolio site: [brelynk.com](http://brelynk.com) | 2300 Marsh Ln. Apt 1038Carrollton, TX 75006**(972) 854-2256****brelyn.bashrum.850@gmail.com** |
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| EXPERIENCEBeyond Fifteen Communications — *Account Coordinator*May 2022 - PRESENTSupport B2B client management and client communicationsCraft strategic pitch letters / media listsCraft blogs and articles for media releases and website promotionsFacilitate media relations and media opportunitiesSocial media content planning & managementConduct monthly reportingTexas Tech Admissions — *Social Media Account Manager*August 2021 - April 2022Strategize and create social contentComplete photoshoots, copywriting, research analysis, & campaign managementSupport email campaigns via CRM SalesforceProvide information/assistance to campus visitors, event attendees, prospective students and their families Conduct monthly reportingPrimitive Marketing — *Digital Strategy Intern*January 2022 - May 2022Complete assignments with inbound marketing, digital advertising, social media, client and project management, and marketing technologyShadow various team members in branding, digital marketing, photography/videography shoots, and UI/UX developmentAssist with client meetings via reporting & notesParticipate in internship group local rebranding projectBullet Advertising TTU — *Research Director, Book Edit Chair*August 2021 - April 2022Appointed research director in National Student Advertising Competition (NSAC who led the research team to gain over 500 respondents in three research methods including surveys, in-depth interviews, and focus groups during the fallAppointed Book Edit Chair who led a team in writing, editing, and developing the campaign book to present to judges in all three stages of competition. EDUCATIONTexas Tech University — *Bachelor of Arts in Advertising*Spring 2019 - Spring 2022Graduated Magna Cum Laude with a 3.87 GPA with Honors from the Honors College. Completed Major in Advertising and a Minor in Public Relations. | SKILLS* Account Management
* Public Relations
* Social Media
* Digital Marketing
* Photography
* Graphic Design
* Research

AWARDS**NSAC 2022 First Place Winner** NSAC (National Student Advertising Competition) awarded Texas Tech Bullet Ad Team first place out of 8 finalist schools and 120 school in a total of three competition stages.. The Conversations Campaign took 9 months of strategy preparation, bulk research, provocative ideation, and strong teamwork to make it come to life. In the end, judges decided that the intangibles and the Conversations Campaign strategy best addressed the case brief and made Meta Quest 2 an essential, coveted product for college students. |