| Brelyn Bashrum  Portfolio site: [brelynk.com](http://brelynk.com) | 2300 Marsh Ln. Apt 1038  Carrollton, TX 75006  **(972) 854-2256**  **brelyn.bashrum.850@gmail.com** |
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| EXPERIENCEBeyond Fifteen Communications — *Account Coordinator*May 2022 - PRESENT Support B2B client management and client communications  Craft strategic pitch letters / media lists  Craft blogs and articles for media releases and website promotions  Facilitate media relations and media opportunities  Social media content planning & management  Conduct monthly reporting Texas Tech Admissions — *Social Media Account Manager*August 2021 - April 2022 Strategize and create social content  Complete photoshoots, copywriting, research analysis, & campaign management  Support email campaigns via CRM Salesforce  Provide information/assistance to campus visitors, event attendees, prospective students and their families  Conduct monthly reporting Primitive Marketing — *Digital Strategy Intern*January 2022 - May 2022 Complete assignments with inbound marketing, digital advertising, social media, client and project management, and marketing technology  Shadow various team members in branding, digital marketing, photography/videography shoots, and UI/UX development  Assist with client meetings via reporting & notes  Participate in internship group local rebranding project Bullet Advertising TTU — *Research Director, Book Edit Chair*August 2021 - April 2022 Appointed 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 fall  Appointed 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 2022 Graduated 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. |