

BRITTANI BUTLER

Integrated Marketing Specialist



CONTACT

✉ brittani.s.butler@gmail.com

☎ 410.736.2764

📍 Washington, D.C. Metro Area



EDUCATION

MASTER OF COMMUNICATION MANAGEMENT

2018

University of Southern California
Los Angeles, CA

(GPA: 3.5)

BACHELOR OF ARTS: PUBLIC RELATIONS, ADVERTISING & MEDIA SALES

2015

Morgan State University
University
Baltimore, MD

PROFESSIONAL SUMMARY

Brittani is an emerging marketing professional with experience in event management, brand development, communications and client relations. She is seeking an opportunity to utilize academic and professional knowledge to solidify a role in the integrated marketing field.

PROFICIENCIES

Microsoft Office	Addroid
Google Office & Analytics	eShow Event Management Software
Hootsuite	Canva
Adobe Creative Cloud	Wordpress

EXPERIENCE

NATIONAL ASSOCIATION OF BLACK JOURNALISTS

Project Management Intern | May 2018 - Aug 2018 (College Park, MD)

- Support staff with planning and coordinating annual NABJ Convention and Career Fair in Detroit, MI for up to 5k attendees
- Manage YourMembership and eShow databases with NABJ members and convention attendees registration information
- Draft, edit, & publish digital media content for official company site, third party correspondences and social media accounts

NEOGANDA

Production & Social Media Intern | Oct 2017 - May 2018 (Los Angeles, CA)

- Scheduled and published digital/social media content across owned media and controlled social channels including Facebook, Twitter, Instagram
- Reviewed and reported on social media data analytics
- Developed and tracked advertising calendar
- Collected and evaluated consumer and competitor data and advertising analysis for monthly reports
- Remained knowledgeable on existing and emerging global media and marketing trends



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EXPERIENCE (...con't)

- Ensured all assigned projects were available to client on time in a fast-paced environment without compromising quality
- Facilitated completion of creative work revisions based on internal and external notes in a timely manner

NATIONAL ASSOCIATION OF BLACK JOURNALISTS

Project Management Intern | May 2017 - Aug 2017 (College Park, MD)

- Supported staff with planning and coordinating annual NABJ Convention and Career Fair in New Orleans, LA for 5k invitees
- Managed YourMembership and eShow databases with NABJ members and convention attendees registration information
- Drafted, edited, and published digital media content for official company site, third party correspondences and social media accounts

RED BULL (RECORDS)

Marketing Intern | Feb 2017- May 2017 (Los Angeles, CA)

- Assisted with designing marketing materials targeting existing and potential customers
- Created and maintained marketing reports detailing commercial market trends
- Researched and identified new events, opinion leaders, and industry area of opportunity

RADIO ONE

Marketing & Promotions Assistant | 2014- 2016 (Baltimore, MD)

- Planned, coordinated, and executed all of radio station's special events with promotional partners, including guest accommodations, scheduling and research
- Wrote press releases and created presentations for media representatives
- Drafted and edited content for organizational publications, including employee newsletters