

# ERIN NICOLE BROWN

MARKETING AND  
COMMUNICATIONS

## CONTACT

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San Diego, CA

## EDUCATION

JAMES MADISON UNIVERSITY

Bachelor of Science | May 2018 | Cum Laude  
Major: Communications and Public Relations  
Minors: Environmental Humanities and  
Sociology

## DIGITAL SKILLS

- Adobe Creative Suite
- WordPress, Wix, Weebly
- Hootsuite, Later, Iconosquare
- Mail Chimp, Constant Contact
- Trendkite
- YouTube Creator Studio
- Premier Pro, iMovie
- Google Analytics, Google Drive
- Salesforce, Monday.com
- Microsoft Office
- Sharepoint
- GoToWebinar
- Instagram, Twitter, Facebook, Pinterest, LinkedIn

## AFFILIATIONS

- Zeta Tau Alpha the Fraternity
- Public Relations Student Society of America

## WORK EXPERIENCE

**MANAGER OF MARKETING AND DESIGN** | SPENCE-CHAPIN

NEW YORK, NY

SEPT 2019 - PRESENT

- Collaborate with multiple departments to develop effective strategy and design for a range of organizational goals
- Facilitate a website migration from Squarespace to WordPress, conduct daily maintenance of the site, and support the development of an affiliate site.
- Manage five social media platforms by conceptualizing, designing, and scheduling content achieving 40,000 engagements thus far.
- Utilize Mailchimp to design, edit, and disseminate the monthly newsletter reaching 12,000 people, along with weekly e-blasts to niche audiences.
- Analyze ad, website & social media performance to pivot in marketing strategy

**COMMUNICATIONS & MARKETING ASSOCIATE** | UPSIDE DOWN TOP HAT

NEW YORK, NY

SEPT 2018 - AUG 2019

- Created and managed the social media platforms from the ground up, having gained 1500 followers, conducted three interactive contests, collaborated with 8 influencers, and received a total 4.2k likes in 44 posts.
- Strategized and executed marketing campaigns for hospitality clients
- Developed and optimized primary and affiliate company websites
- Wrote and designed marketing collateral such as newsletters, brochures, & menus.
- Organized promotional events for influencers, bloggers, and concierges
- Established partnerships with organizations like Spindrift and Foda

**COMMUNICATIONS INTERN** | ENDLESS HORIZONS

HARRISONBURG, VA

SEPT 2017 - AUG 2018

- Produced and designed Nasaruni Academy's social media strategy and content
- Developed marketing and communication campaigns for fundraising events
- Fostered effective relationships with media, bloggers, and businesses for outreach
- Assisted development team by writing fundraising appeals to donors

**ENVIRONMENTAL POLICY & RESEARCH INTERN** | RENEW ROCKTOWN

HARRISONBURG, VA

NOV 2017 - MAY 2018

- Interviewed and acted as a liaison with stakeholders including utility managers, lawyers, businesses, and city council people to better understand the legal limitations in Harrisonburg for sustainable energy
- Fine-tuned key messaging points and designed an engaging presentation for the Harrisonburg Electric Commission with the goal of increasing renewable energy
- Conducted administrative duties such as scheduling meetings, organizing extensive documents, and writing summaries for stakeholders

**COMMUNICATIONS INTERN** | ENVIRONMENTAL & ENERGY STUDY INSTITUTE

WASHINGTON, DC

JUNE 2017 - AUGUST 2017

- Wrote published articles on environmental issues and assisted with weekly Climate Change newsletter
- Managed and created content for Twitter, achieving 119,000 impressions in two months
- Orchestrated DC Energy EXPO and interviewed exhibitors for event video
- Translated data from Congressional briefings into a comprehensive analysis