

# BRENNA MCNAMARA

(908) 487-1661 | bmcnamara562@gmail.com | www.linkedin.com/in/brenna-mcnamara



## EDUCATION

Manhattan College, Riverdale, NY  
Expected May 2023

Ex-

B.A. in Marketing and Global Studies

## WORK EXPERIENCE

**Long Beach Island Foundation of Arts and Sciences**, Long Beach Township, NJ

May-Aug 2021

*Internship*

- Assisted head event coordinator with set up and execution of events
- Curated content for social media posts
- Photography- photographed camp and social events; posted to the website, Instagram, and Facebook pages
- Promoted the Foundation to local businesses and loyal fundraisers

**Surf City Hotel**, Surf City, NJ

June-Aug 2021

*Server*

- Managed customer service and point of sales transactions
- Helped create repeat business by building and fostering customer relationships
- Demonstrated professional behavior to come up with solutions with customer problems to increase efficiency

**River And Rail Cantina**, Cranford, NJ

July 2020-Jan 2021

*Server*

- Managed customer orders and ensured customer satisfaction
- Handled phone reservations, take-out orders, credit card processing, and cash purchases
- Hostess- greeted and seated customers, kept track of reservation schedules, and communicated with manager about fundraisers/ parties
- Runner- successfully communicated with servers and kitchen staff with a positive, self-starter attitude

## PROJECTS

**X-Culture Global Collaboration Certificate**, Manhattan College, Riverdale, NY

Aug-Dec 2021

*Student*

- Worked with team members from Ghana, Belgium, USA, and Russia to find a new entry market for Radico's Colour Me Organic Hair Color line
- Responsible for team's marketing strategies including promotional social media content (advertisement and video)
- Provided assistance with English grammatical errors by proofreading
- Completed a SWOT analysis of Radico's company and researched competitors within chosen market (Belgium)

## CLUB LEADERSHIP

**Women In Business Club**, Manhattan College, Riverdale, NY

Sep 2021-Present

*Event Coordinator*

- Recruited executive female speakers from various industries for a women in marketing symposium
- Organized and facilitated a conversation about leadership with the CEO for The Girl Scouts Heart Of New Jersey

**Lotus (Manhattan College campus magazine)**, Riverdale, NY

Feb 2021-Present

*Website Co Editor*

- Designed a page from a photoshoot (format, lay out and style for photoshoot pages)
- Created a "yours truly" (journal entry)
- Posted and selected design for "yours truly" of member entries

**Gaelic Society**, Manhattan College, Riverdale, NY

Sep 2021-Present

*Social Media Chair*

- Utilized design software (canva) to develop and maintain unique, consistent tone of voice for marketing content
- Led rebranding of assets
- Portfolio linked [here](#)

## SKILLS

- Languages (English and French), technical (Google Suite, Microsoft Office, iMovie, Qualtrics), Wix, Canva, Social Media (Instagram, snapchat, Facebook, twitter, linkedin, TikTok)