

Brittany N. White

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Education

University of Central FL 2010 - 2013

- Bachelor of Science in Radio/Television – Production Track
- Minors: Marketing and Digital Media
- Overall GPA: 3.4/4.0

Professional Experience

FinAddix Orlando FL, July 2013 – Present

Digital Marketing Director

- Co-Manages all aspects of Digital Marketing; including social campaigns, content creation and execution, SEO
- Increases brand identity, product knowledge, and fan loyalty through Internet Marketing strategies and press release development
- Develops and maintains relationships with partners and clients

FX Design Group Ocoee FL, July 2013 - Present

Digital Marketing Strategist

- Tracks company performance through online analytical software
- Executes Digital Marketing strategy through Content and Social marketing

.Com Marketing Orlando FL, May 2013 – July 2013

Search Marketing Intern

- Implemented ethical optimization techniques to capture relevant search traffic among the three top search engines; including Google, Yahoo! And Bing

ProMera Sports Orlando FL, April 2013 – July 2013

Marketing/Digital Media Intern

- Assisted in social media marketing and digital strategies
- Helped create content for the website and social media pages

Ovation TV Santa Monica CA, June – July 2009, June - August 2010, July 2012

Intern in Programming/Digital Marketing Research

- Took charge of a social media research project
- Program database maintenance and updated inventory records
- Watched programming for compliance with Ovation's standards
- Watched new programs and wrote reviews
- Tracked and organized viewer emails

Sports Star Media Orlando FL, June 2010 – Present

CEO and Creative Director

- Photographs youth sports
- Runs all business aspects including: client relationship, marketing, website
- Creates prospect films, documentaries, and corporate sports related videos.

Elite Digital Photography Casselberry FL, January 2011 – July 2011

Videographer and Sales Associate

- Traveled the U.S and shot national dance competitions
- Included videography, action photography, portrait photography
- Sold products to customers

Orange/Vision TV Orlando FL, September 2010 – December 2010, June 2012 – August 2012

Intern

- Assisted the camera operator and producer during on location and off location productions
- Operated teleprompter and camera during live show

Epic Sports Marketing Orlando FL, May 2011 – August 2011

Videographer and Event Team Member

- Shot interview style victory videos for the winners of each triathlon competition
- Assisted in setting up triathlons

Skills

- Proficient in Microsoft Office Suite, Visistat, Wordpress, Google Analytics Final Cut Pro, and Adobe Photoshop & Illustrator
- Knowledge of Windows and Macintosh application
- Strong written and verbal communication skills
- Has worked in live entertainment environments
- Has worked as a freelancer for commercial web videos through FullSail University