

BRIA J. WALKER

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*Marketing graduate who is currently seeking to enter the world of technology as a **full-time web developer**. Experienced in HTML5, CSS3, Javascript, JQuery, Bootstrap, React, Firebase, Node Js, MySQL, MongoDB, Express, & Handlebars JS.*

PROMOTIONS ASSISTANT/GRAPHIC DESIGN ASSISTANT IHEART MEDIA INC. - CHICAGO, IL

APR 2017 - NOV 2017

+ *Execute on-site branding and marketing initiatives, fulfilling the goals and objectives expressed by iHeart Media and affiliated clients.*

- Manage event set-up, prizeing, and registration of contestants at on-site events.

- Created and produced marketing materials used for city-wide Back-To-School events for Chicago Public System.

- Production lead for iHeart floats that were involved in the televised, 88th Annual Bud Billiken Parade and Picnic.

- Assist with general overall department duties to the Promotions Director, Promotions Coordinator and Lead Graphic Designer.

ACCOUNT MANAGER/MARKETING ASSISTANT GLASS & MIRROR AMERICA - ROMEOVILLE, IL

NOV 2016 - FEB 2017

+ *Contributed customer service and sales techniques to reach daily sales goal of \$12,000, as well as manage customer and cash accounts.*

- Utilized MainStreet software to schedule and price construction projects for cash and customer accounts.

- Revitalized the company's image through managing Twitter and Facebook feeds, as well as updating the logo.

- Produced written and original graphic content for social media, email, and direct mail marketing.

- Devised promotional and referral initiatives for current and prospective clients.

COLLEGE REPRESENTATIVE UNIVERSAL MUSIC GROUP - CHICAGO, IL

AUG 2014 - SEPT 2015

+ *Used aligned relationships with activity committees, radio stations, campus clubs and organizations, influential leaders and taste-makers to secure outlets for Universal Music Group artists' music and events.*

- Mobilized promotional events for students to learn and interact with new products and music from Universal Music Group.

- Enhanced Twitter and Instagram engagement by 20% in 3 months by mapping trends and creating social media calendars.

- Prepared strategic social media marketing calendars.

- Partnered with college campus radio and media departments to fulfill campaign requirements.

MARKETING/BOOKING INTERN LIVE NATION - CHICAGO, IL

SEPT 2014 - DEC 2014

+ *Partnered with established media connections to create awareness of House of Blues and Live Nation shows.*

- Curated over 30 original media posts that were featured on Live Nation Chicago's social media platforms.

- Expedited processing of all venue contracts, artist contracts and co-promoted agreements for events under the responsibility of President and Booking Coordinator.

- Inspected various contact list for both physical and digital servicing.

- Partnered with Student Programming Board and Atlantic Records to create a panel and concert ticket giveaway for students at Columbia College Chicago.

MARKETING ASSISTANT INFINITE CHICAGO - CHICAGO, IL

JAN 2014 - JUL 2015

+ *Generated over \$2MM in leasing through marketing and branding strategies.*

- Facilitated collegiate events and sponsorships that targeted and engaged potential prospects within multiple campuses.
- Planned and budgeted over 10 promotional events, acquiring over 50 tenant prospects per event.

- Amplified awareness of promotional sales and events through graphic design and social media marketing.

- Explored competitors while identifying strengths and weaknesses of each.

Education

Columbia
COLLEGE CHICAGO

BACHELOR OF ARTS IN MARKETING
CLASS OF 2016



NORTHWESTERN
UNIVERSITY
WEB DEVELOPMENT
2018

Skills

PHOTOSHOP & DESIGN

MARKETING STRATEGIES

HTML & CSS
BOOTSTRAP
REACT

MYSQL
JAVASCRIPT
FRONT-END DEVELOPMENT