

Briana Garcia
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EDUCATION

BOSTON UNIVERSITY; Boston, MA

May 2014

Bachelor of Science in Business Administration, Dual Concentration in Marketing/Finance

Bachelor of Science in Film and Television

Cumulative GPA: 3.36

Honors/Activities

SMG Dean's List, Fall 2011, Spring 2013

Boston University On Broadway/Stage Troupe, Producer, Fall 2011, Spring 2013

Boston University Marketing Club, Blog Writer, Fall 2012

Boston University Student Alumni Association, Marketing and Communications Team, Fall 2012

Boston University Quad Staff Writer, Fall 2013

Academic Team Project

New Product Development Plan

Fall 2012

- Created an integrated marketing plan to create a marketing strategy for our product to consumers by analyzing consumer data to generate the best-selling plan
- Managed team's website by working to enhance our SEO by using keywords and analyzing results with Google Analytics
- Analyzed a five-year financial plan by investigating similar companies within the industry to better understand the industry the product would impact.

EXPERIENCE

NBCUniversal; Burbank, CA

June 2013 – August 2013

Digital Distribution Marketing Intern

- Research social media marketing campaign to assess their social impact between our clients
- Pull data from different FOD videos over the past three years and analyze their results in order to understand how successful our video campaigns are, as well as see the buying conversion rate of these videos
- Study banner data to calculate the amount of money the impressions on these banners are worth.
- Keep the extranet up-to-date with the necessary information about upcoming VOD and Digital titles.

Lionsgate Entertainment; Santa Monica, CA

January 2013 – April 2013

Distribution Intern

- Researched past deal memorandums and collaborate over 30,000 titles into one document in order to create a record of all the past distribution deals made for future reference
- Assessed lists of titles to create a list so the distribution team can begin to pitch certain films to their clients
- Studied past financial decisions to help formulate ideas about certain titles that should be pitched to specific clients
- Analyzed from Nielsen Ratings and put them into charts and graphs for easy-to-read graphics for maximum comprehension

TheWrap.Com; Los Angeles, CA

January 2013 – April 2013

Digital News Organization that covers the business of entertainment and media

Marketing Intern

- Researched new stories in the entertainment industry and create short blurbs about it to help garner traffic to the website
- Discovered creative ways to increase the website's SEO and to bring more traffic to the website.
- Created marketing pitches for Powergrid.com aimed at different target segments in order to generate the most traffic
- Studied film project financials and analyzed how different film projects are doing in the current market.

Thinking Phone Networks; Cambridge, MA

November 2011 – August 2012

Telecommunications company that focuses on Cloud Technology

Marketing Intern

- Assessed companies to create a list of potential clients so the sales team can have an effective target prospect
- Briefed potential clients and inform them of the company's systems to create buying interest

VOLUNTEER EXPERIENCE

First Year Student Outreach Project; Boston, MA

August 2010

Student Associate

- Distributed information about Women's Rights Organizations and informed people about political candidates

SKILLS

Computer: Microsoft Office Suite, Adobe Photoshop, Avid, Final Cut Pro, Wordpress, Social Media, Google Analytics, SPSS

Language: Reading ability in Spanish and Japanese

Interest: playing video games, participating in National Novel Writing Month, writing a media reviewing blog