

DANIELLE A. BROWN

(267) 210-2668

SOCIAL MEDIA MARKETING

danielle.allyssa.brown@gmail.com

DIGITAL MEDIA MARKETING

Weston, Connecticut 06883

EDUCATION

Digital Media and Design
Bachelors of Arts

University of Connecticut
August 2013 - May 2017

German Language and Culture
Study Abroad Semester

Albert Ludwigs Universität Freiburg
January 2016 - July 2016

SKILLS

Organized Adaptable
Personable Punctual
Independent Reliable
Analytical Creative
Team Leader Fast Learner
Project Planning | Management

TECHNOLOGY

Microsoft Word
Microsoft PowerPoint
Microsoft Excel

Adobe Photoshop
Adobe After Effects
Adobe Illustrator

Hootsuite
Wordpress
Social Media Platforms

HTML
CSS

LANGUAGES

English - Fluent
German - Intermediate

PROFILE

I am dedicated and hardworking senior at University of Connecticut. I have great skills for Digital Media Marketing, and Social Media Marketing. I am ready and excited to apply these skills and experiences to the marketing and business fields.

EXPERIENCE

PROJECT MANAGER | Beachball Agency

University of Connecticut | Fall 2016

Lead a team of students in continuing the work from last semester. Prepared the launch of a UConn Stamford social media campaign. Worked to revamp the UConn Stamford social media accounts. Assisted with content marketing, photography and campaign design.

SALES ASSOCIATE | Pedigree Ski Shop

Stamford, Connecticut | August 2014 - Present

Assist customers in finding the correct ski apparel and accessories. Keep the sales floor clean and stocked with merchandise. Take phone calls from customers and perform clothing transactions. Create and reorganize floor layout with assistance of Managers.

ASSISTANT PROJECT MANAGER | Beachball Agency

University of Connecticut | Fall 2015

Developed potential campaign ideas to be used by UConn Stamford. Assisted with content storyboarding, scripting, and video production. Pitched campaign concepts to UConn Stamford Committee Board. Collaborated with team to produce a refined campaign concept.

PROJECT MANAGER | Class of 2032

University of Connecticut | Summer 2015

Collaborated with team on the Class of 2032 Research Project. Designed Wireframes and Mock-ups for the research project website. Assisted in creating original content for the Class of 2032 Project. Utilized Wordpress to display Class of 2032 content on project website.

REFERENCES

Farah Barrau
Assistant Manager
Pedigree Ski Shop
(203) 324-2200

Philip Dwire
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