

BREANNA BOER



CONTACT INFO



260.273.8298



breanna.boer23@gmail.com



linkedin.com/in/breannaboer/

EXPERIENCE

WEB DESIGN PROJECT COORDINATOR | THE WEB GUYS

- Updated websites using HTML, CSS, and JavaScript to enhance aesthetics, add content, and improve functionality, ensuring client satisfaction.
- Utilized Google Analytics to track website usage, making data-driven improvements.
- Collaborated with clients to understand their goals, ensuring successful project outcomes.
- Maintained detailed records of client information and project details for efficient management.
- Tested websites across devices to ensure optimal performance and user experience.
- Stayed up to date with web development trends and best practices.
- Provided ongoing support and maintenance for websites, addressing issues promptly.

VENDOR FLEX PROCESS ASSISTANT | AMAZON

- Supervise associates and organize and monitor work processes
- Process outbound shipments (pick product, print packing slip and shipping labels, load outbound product to carrier)
- Perform needed cycle counts and/or relocate product virtually and physically
- Manage and order non inventory for the sites daily operations
- Ensure the work environment is safe and secure

MARKETING DIRECTOR | SPRUNGER & SPRUNGER

- Designed layouts, edited visual content, and managed social media and advertising.
- Executed strategic ad placement, maintained a WordPress website, and tracked conversion metrics.
- Coordinated events, negotiated sponsorships, and managed branding initiatives.
- Developed social media graphics, implemented automated client reminders, and conducted headshots.
- Proposed and executed marketing campaigns for Attorneys and site locations.

SKILLS

- HTML & CSS
- Bootstrap
- Figma
- Photoshop
- InDesign
- Illustrator
- Lightroom Classic
- WordPress
- Photography
- Social Media
- SEO
- Google Analytics
- Creativity
- Adaptability
- Problem Solving

EDUCATION

UMGC - Second Bachelors
B.S. Digital Media & Web Technology
Summa Cum Laude Honors
2022 - 2023

TAYLOR UNIVERSITY
B.S. Sport Management
Minor | Coaching
2015 - 2019

STUDY ABROAD
London, England
January Inter-term
2018

PUBLICATIONS

Indiana Standardbred Association

- » Keeler and Crew Continue to Shine
- » Get to Know: Harrah's Hoosier Park's Outrider Sis Arnold
- » Fright Night at the Races

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EXPERIENCE (CONTINUED)

RACE MARKETING INTERN | HARRAH'S HOOSIER PARK RACING & CASINO

- Implemented and initiated social media outreach
- Coordinated group events, parties, and Family Fun Saturdays
- Updated, tracked and monitored the racing website
- Provided weekly racing information to spectators
- Wrote Articles which were published for the Indiana Standardbred Magazine (ISA)

REFERENCES

EMILY GASKIN
Race Marketing Manager
Harrah's Hoosier Park
P: 765.609.4620
E: egaskin@caesars.com

TIM STROHMEYER
Area Manager
Amazon Vendor Flex
P: 573.421.5981
E: strohmt@amazon.com

AMY STUCKY
Asst. Prof. of Sports Management
Taylor University
P: 765.998.5314
E: amstucky@taylor.edu

JACOB RHEIHEIMER
Race Marketing & Operations Admin
Harrah's Hoosier Park
P: 269.503.0154
E: jrheinheimer@caesars.com

○ INTERESTS

- » Photography
- » Horseback Riding
- » Traveling
- » Hiking
- » Sports
- » Dogs