

HALLE BRENNAN

STRATEGIST / WRITER / ANALYST

PROFESSIONAL EXPERIENCE

Elon Senior Class Giving Committee

Co-Chair | Elon, NC | Aug. 2020 - Present

- Serves as the face and voice of the campaign to better educate students on the power of tradition and philanthropy
- Oversees progress, runs the 40-person committee and Executive Board meetings

Live Oak Communications

Assistant Agency Director | Elon, NC | May 2020 - Nov. 2020

- Managed the 45-person student-run agency, led weekly agency meetings and new staff orientation
- Oversaw several client accounts and the analytics team
- Co-led the hiring and interview process during application season

Account Supervisor | Elon, NC | Jan. 2020 - May 2020

- Served as liaison between the client (Animal Hospital of Mebane) and the entire agency
- Collaborated with creatives and media analysts to produce quality deliverables and measurable results during the COVID-19 pandemic

Account Executive | Elon, NC | Jan. 2018 - May 2019

- Curated and scheduled social media, wrote creative briefs, researched trends and competitors for three different clients

Merck

US Commercial Operations Intern | Upper Gwynedd, PA | May 2020 - Aug. 2020

- Worked on the Digital Channel Strategy Execution team to provide strategic insight from market research
- Completed competitive analyses and collaborated with stakeholders to create an ideal consumer web experience

fineyellow

Public Relations Intern | Berlin, Germany | Nov. 2019 - Dec. 2019

- Wrote creative and educational pieces for the website, devised a public relations and brand strategy for business development

Ascensus

Marketing & Communications Intern | Dresher, PA | May 2019 - Aug. 2019

- Served as press-release point for clients, created social media and pitched tactical plans at bi-weekly team meetings

La Torre Communications

Public Relations Intern | Harrisburg, PA | May 2018 - Aug. 2018

- Pitched stories, wrote press releases and social media, and composed a three-phase strategy proposal for a prospective client

SKILLS

- Spanish (Intermediate), German (Beginner)
- Agile, JIRA
- Google Analytics, Hootsuite, R Studio, Tableau
- Adobe Suite
- Social Media, Blog Content, Press Releases
- Creative Briefs, Scopes of Work
- Microsoft Office Suite

EDUCATION

Elon University

May 2021 | Bachelor of Arts

B.A. Strategic Communications, B.A. Media Analytics

- Honors: Communications Fellow, Lambda Pi Eta
- Study Abroad: Berlin, Germany | Fall 2019 | Journalism & Communications Track

ADDITIONAL WORK EXPERIENCE

Elon University School of Communications

Journalism / Communications Assistant | Elon, NC | 2018 - Present

- Works alongside the program assistant in the Dean's Suite
- Aids in immersive learning research support
- Connects the School of Communications with alumni, agencies and corporate contacts, established documentarians, major broadcast news channels, designers and more

Station Tap House

Server | Doylestown, PA | May 2018 - Present

- Multitasks and provides wait service to ensure customer satisfaction
- Makes menu recommendations and answers questions

Alpha Omicron Pi Fraternity

VP of Administration | Elon, NC | Nov. 2019 - Nov. 2020

- Prepared the chapter for elections, served as Parliamentarian, monitored chapter progress
- Promoted the Crisis Management Policy



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18902



Email



Website



LinkedIn