**HALLE BRENNAN**

[hbrennan4@elon.edu](mailto:hbrennan4@elon.edu) ∙ (215) 815-1510 ∙ 4185 Leslie Drive Doylestown, PA 18902 ∙ [www.linkedin.com/in/hallebrennan/](http://www.linkedin.com/in/hallebrennan/) ∙ [Portfolio](http://www.hallebrennan.weebly.com)

**EDUCATION**

Elon University | May 2021

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

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

**PROFESSIONAL EXPERIENCE**

Live Oak Communications | Elon, NC

*Assistant Agency Director* May 2020 – Present

* Manages the 45-person student-run agency, leads weekly agency meetings and new staff orientation
* Oversees client accounts to track success, helps develop and successfully execute deliverables

*Account Supervisor*  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 during the COVID-19 crisis

*Account Executive* Jan. 2018 – May 2019

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

Merck | Upper Gwynedd, PA

*US Commercial Operations Intern*, Digital Channel Strategy Execution Team May 2020 – Aug. 2020

* Directly supported US business needs while gaining experience and understanding for how Merck manages people, technology and information to enable the commercial organization to achieve business results
* Provided strategic insight from market research and stakeholder interviews
* Led the development and completion of competitive analyses to create an ideal consumer digital web experience

fineyellow | Berlin, Germany

*Public Relations Intern* Nov. 2019 – Dec. 2019

* Wrote creative and educational pieces for the website
* Drove the implementation of a new public relations strategy that prompted updates in the current press kit and changes to ethical standards pages
* Devised a brand strategy to refine website productivity, design and user experience

Ascensus | Dresher, PA

*Marketing & Communications Intern* June 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 | Harrisburg, PA

*Public Relations Intern*  May 2018 – Aug. 2018

* Built social media presence for 8 clients from varying industries that improved customer engagement and user experience
* Composed a three-phase strategy proposal for a prospective client to display the firm’s vision of the scope of work with intention to develop the client’s social media platforms, establish marketing content through video and introduce a new target audience

**ADDITIONAL WORK EXPERIENCE**

Elon University School of Communications | Elon, NC

*Journalism / Communications Assistant* 2018 – Present

* Works alongside the program assistant in the Dean’s suite to provide professional service and research support
* Collaborates with faculty to transcribe 40+ on and off campus interviews about immersive learning

Alpha Omicron Pi Fraternity | Elon, NC

*Vice President of Administration* Nov. 2019 – Present

* Serves as Parliamentarian for elections, monitors chapter progress and promotes the Crisis Management Policy

**SKILLS**

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