

Bria S. Hunter

PR & Marketing Professional

Professional Experience

J. Mack Robinson College of Business

Panther IT Temp

Apr 2018-Present

- Create and manage the college web site content.
- Track all College of Business calendar inquiries and approve them as needed.

CHRIS 180

Jan 2018-March 2019

Marketing & Communications Associate

- Managed the relationship between the CHRIS 180 marketing committee and the board of directors.
- Reported monthly to the marketing committee on web site analytics and monitor online traffic.
- Increased social media awareness by 25% on Facebook & Instagram to help increase awareness, donations, and client referrals for the CHRIS Counseling Center.
- Maintained and update three organizational websites and served as liaison during webpage creation.
- Curated and design donor emails and other communications.
- Designed marketing materials for all programs through Adobe Creative Suites

Agape Youth & Family Center

Feb 2017-October 2017

Marketing Coordinator

- Facilitated the development and distribution of agency newsletters, fundraising appeals, donor updates, program email blasts, etc.
- Managed the development, distribution, and maintenance of all print and electronic collateral including annual reports, brochures, and flyers.
- Managed the organization's social media accounts and e-newsletter, and maintain consistency in the organization's messaging to diverse audiences.
- Worked with development and administrative staff to develop outreach materials and provide communications support.
- Created consistent and engaging postings and conversations on social media outlets, including Facebook, Twitter, and Instagram.
- Maintained and updated the organizational website with event announcements, photos, news articles, newsletters, press releases, etc.
- Developed content and updates for the website weekly in WordPress.
- Oversaw web site search engine optimization.

National Music Scholarship Fair

May 2016-Feb 2017

Social Media Coordinator

- Launched and managed social media presence on sites like Facebook, Twitter, Instagram, and Snapchat.
- Supported and protect brand by making sure that positive messaging is maintained in the community and establish consistency of messages.
- Managed online discussions by listening to what the users are saying, reading discussion forums, and responding in a timely manner to the users' needs.
- Prepared reports updating internal staff on usage statistics.
- Created Google AdWord campaigns for events and reported its conversion and reach.

Contact

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Education

*Bachelor of Science in
Public Relations*

May 2016

Georgia Southern University

*Master of Art in
Public Relations*

May 2020

Webster University

Technical Skills

Systems

- Windows 8
- Windows 10

Software

- Microsoft Office Suite
- Adobe Photoshop
- Adobe InDesign
- Eloqua
- Pardot

Programming Languages

- HTML
- CSS
- WordPress

Social Media

- Twitter
- Facebook
- Instagram
- HooteSuite

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Professional Experience Continued

Dynamic Occasions

May 2014-May 2016

Freelance Social Media Strategist

- Used Facebook Insights to assess trends and activity on the Facebook page.
- Reviewed data on the performance of social media platforms and adjusts plans or strategies to optimize reach.
- Created original content for social media platforms and post daily and consistently.
- Created and manage content for various digital marketing channels (social media, digital advertising, websites, blogs, etc.)

DeKalb County Board of Education

June 2016-August 2016

Freelance Communications Specialist

- Drafted and sent press releases that contain important updates about their clients to print and broadcast media outlets.
- Organized events at which their clients can meet with the public to increase educational awareness or knowledge of services.
- Controlled information output, handle incoming requests for information from media outlets.
- Assisted in the creation and delivery of press releases, media relations content, case studies, white papers, executive bios, corporate newsletter content, social media content, and speaking proposals.

Certifications

Google Analytics

August 2019-2021

Google AdWords

August 2016-2018

References

Liz Liston

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Anne Wilson

(404)245-2554

wilsonanneh@mac.com

Venetia Mott

(404)993-6249

VMott@AgapeAtlanta.Org

Latasha Cooksey

(770)881-6971

- Assisted the Associate Director and the entire Corporate Philanthropy team with the administrative functions of the Woodruff Arts Center's Annual Corporate Campaign.
- Merge and print letters and other correspondence; track and record in Tessitura. Uploaded donor call reports into Tessitura. Print and assemble proposals, presentations, and other outgoing correspondence.
- Assisted with acknowledgment letters and other correspondence.
- Prepare, submit and maintain the reporting requirements for all grant awards.
- Provided positive, supportive communication to donors, volunteers, patrons and Board members.
- Assisted with practice group events, sponsorships, advertisements and speaking engagements.

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