

Ross Irwin

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Leadership Experience

Chief Development Officer

BridgeUSA Nationals

July 2017 - Present

Worked as Chapter Development Consultant July 2017 - December 2017 and managed 4 chapters through their development phase

Lead and manage the finding and acquiring of new chapters as well as their development which includes the processes of

- Becoming officially recognized by their school
- Creating and managing partnerships with other campus organizations and professors
- Recruiting a dedicated and competent team
- Developing early marketing and exposure
- Crafting messaging that resonates with the school's specific political climate

Executive Board

BridgeUSA at Berkeley

January 2017 - December 2017

- Help oversee the internal workings of BridgeUSA at Berkeley with a focus on physical marketing, our discussion events, members, and club wide communication.
- Created membership designation to increase participant retention and help guide club direction
- Facilitate communication between departments in order to coordinate efforts and ensure a cohesive vision and products

Work Experience

Partner Development and Social Media Intern

Replate

May 2017 - August 2017

Worked as both a social media and marketing intern for Replate from June 16, 2017 to August 10, 2017 in order to increase online engagement and expand our customer base.

Social Media Intern

Developed standardized social media protocol in order to create a consistent, long term, online brand that conveyed the value that Replate added to the community (reduction of food waste, easing of food insecurity, and generation of good will), which included

- a regular posting schedule to ensure our continued presence on our followers feeds
- specified guidelines for each of our social media platforms (Twitter, Facebook, Instagram)
- a weekly quota for types of posts including high-profile-company food pickups, endearing

Social Median and Website Consultant

Healthy High

August 2017 - December 2017

- Advised founders on social media marketing, website development, and online order processing for super food infused coffee substitute with organizational mission of improving people's and the Earth's health
- Created Social Media Plan with my partner to instruct founders on overarching vision, timing, and content
- Facilitated transfer of website to Squarespace and advised on spacing, flow, and design of new website

Interests

Hand Drumming, Political Discussions Between Opposites, Conversation, Soccer, Music