



Brandon E Davis

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Summary

Committed and passionate professional seeking to be Genesis HealthCare System's next Marketing Specialist. Professional skills encompass compelling communication, meticulous marketing research, and a creative social media mindset. Possesses working experience in multiple social media platforms and analytical programs.

Education

Bachelor of Arts, Organizational Communications and Public Relations 8/2012 – 5/2016
Minors: Marketing and Leadership Studies *Marietta College, Marietta, Ohio*
Certifications: Google Analytics

Professional Experience

Proposal / Marketing Coordinator

Thomas & Marker Construction – Columbus, Ohio 5/2016 - Present

Full-Time associate supporting business development pursuits and accountable for creating marketing content

- Prepare submittal packages in response to requests for qualifications/proposals. Work with Business Development, Division and Project Managers, and Consultants to ensure accuracy of content.
- Create and maintain library of marketing materials including associate resumes, project profiles, photos, social media posts, and any other materials needed.
- Competent use of Adobe (InDesign, Illustrator, Photoshop), MailChimp, Hootsuite and Cosential.

Social Media Internship

ImageUp – Zanesville, Ohio 5/2015 - 8/2015

15-week summer internship with local PR and marketing startup, reported directly to the president

- In charge of researching, creating, managing and posting content through Hootsuite, to clients social media platforms, while implementing the clients brand identity and strategy
- Heavily researched business incubator and accelerator markets while analyzing information for best possible course of action
- Assisted in marketing strategies and brainstorming sessions to target new business opportunities

Ohio Means Internship & Co-ops Internship (OMIC)

Marietta College – Marietta, Ohio 2/2015 - 12/2015

Internship supporting the Marietta College Career Center and the department Internship coordinator

- Developed advertisement material to promote OMIC grant
- Conducted research and supported the Career Center and OMIC
- Reviewed Career Center website for continuity and content

Membership Resource Specialist Intern

Columbus Chamber of Commerce – Columbus, Ohio 6/2014 - 8/2014

12-week summer internship working directly under the member resource specialists

- Member of research team and ground floor development for a new app to be utilized by students looking for internships in the Columbus area
- Completed research requests for members/clients of the Chamber
- Attended weekly staff and new member consulting meetings
- Received training on programs such as Hootsuite and attended Sequent internship workshop

Academic Intern

ALSAC/ St. Jude – Columbus, Ohio

5/2014 - 7/2014

Assisted in the planning and execution of events that helped to raise thousands of dollars in charitable funds for St. Jude's Children's Research Hospital

- Gained a comprehensive understanding regarding the daily functions of a charitable organization's regional office
- Provided support to ALSAC's marketing and fundraising efforts
- Assisted with the implementation of major fundraising events such as: Cincinnati and Cleveland dream home giveaways, Discover the Dream at the Columbus Zoo, and charity golf outings

Alumni Relations Intern

Marietta College – Marietta, Ohio

8/2013 - 4/2014

Assisted in the daily operations and special events hosted by the office of Alumni Relations

- Helped plan and implement alumni socials, reunions and homecoming weekend
- Wrote press releases and event recaps for the Alumni office and school web pages

Congressional Intern

U.S. Congressman Bill Johnson – Cambridge, Ohio

5/2013 - 8/2013

Summer internship working in Congressman's regional office

- Assisted in research for various wounded veteran cases
- Responsible for office when manager was out and traveled to town hall events
- Compiled information and constructed a database for Southeast Ohio contacts

Leadership and Collegiate Experience

Alpha Sigma Phi Fraternity

- Former President, Vice President, Member Education Director and Sergeant-at-Arms

National fraternity dedicated to the mission "To better the world through better men"

- Directly supervised all positions and events held by the chapter
- Collaborated on community service and philanthropy events to help both local and national charities
- Facilitated weekly meetings and acted as liaison on behalf of the chapter to both the college and Alpha Sigma Phi headquarters - handling financial issues and member recruitment
- Attended and participated in six national leadership conferences, speaking in front of 900 attendees

Pioneer Activities Council (PAC) – Former Board Member, Assistant Music Director

Nationally recognized, award winning student-run organization (event programming unit of Marietta College)

- Researching, marketing and organizing musical acts for campus wide events with a yearly budget of approximately \$20,000

American Marketing Association – Former Vice President of Programing

Student chapter at Marietta College

- Responsible for developing and implementing chapter events (one of 10 founding members)

Student Alumni Association of Marietta College – Former President

Association dedicated to the interaction of fellow students and alumni, emphasizing a lifelong involvement with the Marietta College community

- Facilitates weekly meetings with club members to organize campus wide activities
- Liaison to Alumni Relations Office, discussing and evaluating programs, processes and events
- Representative to the Marietta College Alumni Association Board of Directors