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# BRIANNA JACKSON

PUBLIC RELATIONS | SOCIAL MEDIA  
SPECIALIST | DIGITAL MARKETING |



## PROFESSIONAL SUMMARY

Creative and results-driven Public Relations professional with a passion for all things communications, digital marketing, social media, and visual storytelling, with expertise in content creation. I specialize in developing innovative strategies that captivate audiences and drive engagement. With a focus on blending creativity with data-driven insights, I craft compelling narratives that resonate across platforms. I thrive on bringing big ideas to life, building connections, and executing campaigns that inspire action. Always eager to take on new challenges, I'm committed to delivering impactful results and continuously pushing the boundaries of digital marketing. Let's create something amazing.

## SKILLS

Content Creation  
Social Media Marketing  
Communications  
Social Media Management  
(Hootsuite, Later)  
Written Communication  
Press Relations  
Visual Storytelling  
Brand Awareness  
Negotiation  
Team Leadership  
Creative Writing  
Influencer Marketing  
Networking  
Graphic Design  
Data Analytics  
Creativity and Innovation  
Social Networking  
Event Planning  
Digital Marketing  
Content Strategy  
Content calendar creation  
Social Media Strategy  
Search Engine Optimization (SEO)  
audience engagement  
canva (Creative Design)  
capcut (Video editing)

## EMPLOYMENT HISTORY

OCT 2024

### Social Media Manager, Buhi supply co

- Drove social media growth, generating \$612,922.87 revenue and 82,448 new followers. Implemented data-driven strategies for 14,607 conversions and 138,475 engagements.
- Optimized social media strategies, resulting in 14,607 conversions and 138,475 engagements.
- Collaborated with influencers to boost brand visibility, generating 113,782 clicks and 101,778 shares.
- Optimized social media strategies using data-driven insights. Tracked KPIs including reach, engagement, and conversions to continuously improve campaign performance.
- Created compelling content across Instagram, Facebook, TikTok, Twitter, YouTube, and Pinterest. Developed unique strategies to boost brand visibility and follower growth.
- Coordinated with influencers to enhance brand presence. Responded promptly to customer inquiries, fostering positive relationships and improving engagement rates.
- Analyzed social media metrics to refine campaign strategies. Tracked key performance indicators to enhance reach, engagement, and conversion rates continuously.

JAN 2022

### Social Media Influencer & Content Creator, Self-employed

- Conceptualize and film creative, eye-catching content across TikTok and Instagram, leveraging data-driven insights to optimize performance and capitalize on trends.
- Collaborate with brand partnerships, negotiate contracts, and execute impactful campaigns that resonate with diverse audiences and align with brand objectives.
- Design social media strategies that enhance engagement and reach through organic and paid efforts.
- Analyze performance metrics and industry trends to optimize content strategy, resulting in enhanced audience growth and improved campaign effectiveness.
- Build strong relationships with followers through personalized interactions, live sessions, and authentic storytelling, cultivating a loyal and engaged community.
- Leveraged data-driven insights to refine content strategy, optimizing performance metrics and capitalizing on emerging trends for enhanced audience retention.
- Conceptualize and film creative, eye-catching content, leveraging data-driven insights to optimize performance and capitalize on trends.

Adobe Creative Suite

Microsoft Office Suites (Word, Powerpoint, Excel)

Google Workspace( Docs, Sheets, Slides)

Meta Business Suites

Notion

Creative Problem Solving

SEP 2024

## **Ambassador & Advocate | Event Planning | Social Media Marketing, Black Voices Movement**

- **Event Planning & Execution:** Collaborated with BVM to realize their vision on campus, sourcing locations, developing event concepts, and managing logistics to create engaging and impactful events. ~**Social Media Marketing & Strategy:** Designed and executed targeted digital marketing campaigns, using strategic content creation to promote events and drive student participation.
- **Influencer & Content Creator:** Leveraged my social media platforms to showcase my experiences working alongside BVM, highlight the events, and amplify their mission to a wider audience.
- **Advocacy & Representation:** Served as a passionate advocate for BVM's goals, fostering dialogue, inspiring action, and building community connections. Orchestrated impactful campus events, aligning with BVM's vision. Managed logistics, developed concepts, and sourced locations for engaging experiences.
- **Crafted strategic digital marketing campaigns** to boost event visibility and student engagement. Utilized data-driven insights for targeted content creation.

AUG 2024

## **Student Ambassador, Beekeeper's Naturals**

- As a Student Ambassador for Beekeeper's Naturals, I represent the brand on my TikTok account, where I promote their natural health and wellness products to my college community and beyond. My responsibilities include: Creating engaging and authentic content that showcases the benefits of Beekeeper's Naturals products. Educating my audience about the brand's mission and values through creative storytelling. Building brand awareness by highlighting product features, promotions, and sustainability efforts. Engaging with my followers to foster trust and loyalty, while encouraging them to explore the brand. This role has allowed me to enhance my content creation, social media marketing, and brand advocacy skills while promoting wellness and sustainability. Create engaging TikTok content showcasing Beekeeper's Naturals products, educating audience on brand mission and fostering community engagement.
- Drive brand awareness through strategic social media marketing, highlighting product features and sustainability efforts to expand reach.
- Develop creative storytelling techniques to effectively communicate brand values, resulting in increased follower engagement and product interest.
- Build trust and loyalty with followers through authentic interactions, encouraging exploration of Beekeeper's Naturals product line.
- Analyze content performance metrics to refine social media strategy, optimizing reach and impact of brand messaging.

## **EDUCATION**

OCT 2021 - DEC 2025

### **Public Relations/communications, Florida Agricultural and Mechanical University, Tallahassee**

Skills: Public Speaking · News Writing · Press Relations · Social Media Marketing · Data Analytics · Marketing · Graphic Design · Networking · Creative Writing · Written Communication · Communication · Brand Awareness

## **CERTIFICATIONS**

**Hootsuite Platform Certification at Hootsuite**

**Social Media Marketing Certification at Hootsuite**

**Advanced Social Media Strategy Training and Certification at Stukent**