

BRINA JEFFRIES

EXECUTIVE SUMMARY:

Having a visual and creative background is a strong marketing tool. With my diligent work ethic and production skills, I can be an asset in creative success.

ACADEMIC BACKGROUND: NEW YORK UNIVERSITY

Major in Media, Culture & Communications
Double Minor: Studio Art & French

Honors Thesis "Ally or Enemy? :
Comprehensive Analysis of Media Coverage
on the Yemen-Saudi Arabian Conflict"

Abroad experiences

- Dean's Scholar at NYU - January 2018
- NYU Prague - Spring 2018
- NYU Paris - Fall 2018

SPECIALIZATIONS:

- Content Planning
- Google Analytics
- CMS - Shopify
- Asset Management
- Photo Production
- Writing
- Campaign Management
- Microsoft & G-suite

GET IN TOUCH:

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Based in New York, NY

WORK EXPERIENCE:

CREATIVE STRATEGIST SQUARE

September 2022- Present

- Develop the creative test plans across multiple channels (i.e., Social, Display, Direct Mail) and marketing tactics (i.e., Lead Gen and Demand Gen)
- Use creative best practices, knowledge of our Sellers, and industry expertise to identify new creative approaches we should test
- Lead a high volume of projects with the Creative team (including Project Managers and Producers) using tools such as Google Docs, Asana and Slack, ensuring nothing falls through the cracks
- Lead weekly creative briefings processes and content reviews
- Partner with Channel leads to understand test results, and incorporate insights into future briefs

PROGRAMMATIC VIDEO COORDINATOR SQUARESPACE

June 2021 - September 2022

- Forecasted, reported and campaign managed large-scale video campaigns across several countries and channels, with a primary focus on programmatic instream video (Google, VideoAmp, Spotify and Twitch)
- Established goals and KPIs throughout the consumer journey including; brand awareness, consideration and conversion
- Provided weekly pacing reports keeping key stakeholders aware of performance trends and budget shifts
- Recommended and enabled strategies and tactics for scaling and optimizing our video program and collaborated with the creative team on testing, flights and asset delivery

DIGITAL COORDINATOR, MARKETING Lokai

March 2021- June 2021

- Coordinated all marketing campaign details using Shopify and Google Analytics
- Monitored campaign data and create reports on key metrics
- Collaborated with customer engagement and retention programs, including but not limited to Lokai Loyalty, Referral and Rewards programs
- Researched digital media trends to keep the department informed of the latest policies, platforms & trends impacting the digital space
- Collaborated with the creative team on content & provide copy, design and assistance on set shooting with in-house photographer
- Analyzed how visitors engage with the company website by creating heat maps,

PRODUCTION ASSISTANT TOM FORD

June 2019 - December 2020

- Uploaded and published assets to the TF website using CMS Ampliance and FTP software, Filezilla
- Assisted on shoots creating visuals and imagery for multiple teams and assigning codes and swatches to missing imagery
- Worked on major advertising campaigns (print + digital)
- Coordinated product to local photoshoots ranging from campaign to e-commerce

SPRING CORPORATE COMMUNICATIONS INTERN International Cosmetics & Perfumes

January 2019- May 2019

- Drafted, edited and formed media lists using Muckrack and Meltwater
- Assisted with all Event Planning
- Created daily Information of Interest & "reach-out" emails to influencers and editors

CREATIVE SERVICES: EDITORIAL & FASHION OFFICE INTERN Michael Kors

May 2018- August 2018

- Created trend reports for men and women's RTW and transcribed media interviews
- Wrote industry up-to-date newsletters to entire department including higher level executives