

BRIANNA HUMPHREYS

MARKETING PROFESSIONAL

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PROFILE

Driven marketing professional with nearly a decade of experience supporting business success through strategic initiatives and cross-functional collaboration. Highly organized and dependable, with a proven track record of delivering quality results, optimizing processes, and enhancing brand visibility.



EDUCATION

Bachelor of Science, Marketing
York College of Pennsylvania

Magna Cum Laude

Minors: Advertising, Marketing
Communications



SKILLS

- Adobe Creative Suite (Acrobat, Illustrator, InDesign, Photoshop)
- B2B campaign creation and execution
- Cross-functional collaboration
- Customer and client engagement
- Digital ad creation
- Direct mail marketing
- Email marketing
- Marketing analytics and insights
- Microsoft Office Suite
- Multi-level project management
- Process improvement
- Project management tools (Workfront, Teamwork)
- Stakeholder management
- Workflow prioritization
- Social media post creation and channel management (Facebook, X/Twitter, eClincher, Social Studio)
- WordPress and basic HTML



WORK EXPERIENCE

FREELANCE CONSULTANT

Erickson Senior Living: Brand, EA, EHMG

JUN 2022–PRESENT

Brookes Publishing Company

APR 2022–PRESENT

- Write and develop creative strategy briefs to effectively communicate client requests to creative and production teams in an agency-style dynamic
- Organize and prioritize tasks for three managers and teams, ensuring seamless project support and alignment with key objectives
- Aggregate and communicate client feedback for creative and production teams, ensuring alignment with project goals and expectations
- Curate and actively maintain a quarterly report highlighting brand team successes, enhancing visibility and impact across the enterprise
- Manage assets and maintain pages within the Brand Management Center, including designing the navigation restructure and improving user experience
- Monitor and maintain incoming inquiries and requests to the brand management inbox
- Proactively collaborate with marketing operations partners to continuously progress projects
- Target nearly 200,000 customers and prospects biannually through the design of two 50+ page catalog mailings
- Develop and design print collateral and digital ads promoting multiple product lines impacting diverse audiences

MARKETING MANAGER

ASSOCIATE MARKETING MANAGER

JAN 2020–MAR 2022

MARKETING ASSISTANT

APR 2018–JAN 2020

Brookes Publishing Company

MAY 2016–APR 2018

- Successfully managed and executed integrated, multi-channel marketing campaigns with one direct report in partnership with cross-functional marketing team
- Launched 30+ new products to market, surpassing fiscal year sales projections by more than \$650,000
- Contributed to Brookes receiving the 2021 AMA Baltimore Best B2B Campaign of the Year by increasing key product sales by 295%
- Developed email campaigns and monitored ongoing digital communications, including monthly newsletters, campaign-specific promotions, and lead nurturing efforts
- Led a monthly webinar series, generating 20,000 unique leads and \$40,000 in traceable sales over two years
- Managed and executed website updates, including landing page creation, content updates, and web form analysis to optimize user engagement
- Formalized procedures for various processes to train and guide new assistants
- Assisted sales and customer service teams by responding to product inquiries, providing detailed information on features and specifications, and managing daily web ticket support submissions