

BRIANNA HUMPHREYS BROWN

MARKETING PROFESSIONAL

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SUMMARY

Driven, detail-oriented marketer with 10+ years 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



SKILLS

CORE COMPETENCIES

- Creative & Critical Thinking
- Cross-Functional Collaboration
- Stakeholder Communication
- Project Prioritization & Workflow Management
- Process Improvement
- Marketing Strategy & Campaign Execution
- Reporting & Performance Analysis
- Creative & Production Coordination

TECHNICAL SKILLS

- Project Management: Adobe Workfront, Teamwork
- Design: Adobe Illustrator, InDesign, Photoshop, Acrobat, Canva
- Productivity: Microsoft Office Suite
- Digital Marketing: WordPress, HTML, Email Marketing Platforms
- Content & Video: Vidyard, Social Studio, eClincher



EDUCATION

Bachelor of Science, Marketing
York College of Pennsylvania

Magna Cum Laude

Minors: Advertising, Marketing Communications



WORK EXPERIENCE

FREELANCE CONSULTANT

Erickson Senior Living: Brand, EA, EHMG

JUN 2022–PRESENT

- Develop creative strategy briefs and project overviews to effectively communicate client objectives, deliverables, and expectations to creative and production teams
- 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, creative, and production partners to continuously communicate feedback and progress projects

Brookes Publishing Company

APR 2022–PRESENT

- Develop and design print collateral and digital ads promoting multiple product lines to distinct audience segments
- Design and execute an annual email newsletter series focusing on tool implementation as part of statewide (Kansas) kindergarten readiness initiative

MARKETING MANAGER

ASSOCIATE MARKETING MANAGER

JAN 2020–MAR 2022

MARKETING ASSISTANT

APR 2018–JAN 2020

MAY 2016–APR 2018

Brookes Publishing Company

- 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 the company's 2021 AMA Baltimore Best B2B Campaign of the Year award 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
- Coordinated email marketing, website updates, and digital communications to support campaign objectives and audience engagement.
- 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