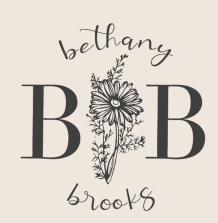
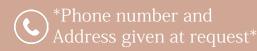
# Bethany Brooks COMMUNICATIONS SPECIALIST

From creative opportunities in business to working with student media, I've had the pleasure of creating a variety of projects for the communications industry. I thrive on creative challenges and enjoy building relationships along the way.









#### **WORK EXPERIENCE**

**BASF Corporation** | Jan 2021 - Present *Communications Intern* 

- Produce and implement communication plan
- Design digital marketing content (flyers, posters, brochures, email communications)
- Photographer for events/site improvements
- Editor of internal e-newsletter distributed to 500+ employees

## **Bobcat Multimedia** | Jan 2021 - Present *Website Coordinator*

- Collaborate with team on editing/publishing stories to website in timely manner
- Technical support for WordPress website
- Work with student media to generate digital content such as news articles

## **The Colonnade** | Aug - Dec 2020 *Social Media Coordinator*

- Manage social media accounts (Instagram and Facebook) for student newspaper
- Create and post content to generate engagements and following
- Increase media following by 400+ followers in 3 month time frame

#### **SPECIALIZATIONS**

- Corporate Communications
- Social Media Management
- Digital Marketing
- Graphic Design
- Data Analysis

#### SKILLS

- Microsoft Word, PowerPoint, Excel, Publisher, Outlook and Teams
- Adobe InDesign and Photoshop
- WordPress
- Wix
- Canva
- SAP
- Google Analytics Certification
- Teamwork
- Detail-Oriented
- Creative
- Problem Solver

#### **EDUCATION**

### **Georgia College & State University**

Bachelor of Arts in Mass Communication

- Special focus in Strategic Communication

Anticipated Graduation Date: December 2021