

DANIELLE BRACKETT

FREELANCE
CONTENT STRATEGY
+ GRAPHIC DESIGN

SKILLS

Copywriting
Graphic Design
Photography
Motion Graphics
Videography
Email Management
MailChimp
Survey Monkey
Trello
Hubspot

Certificates:

Social Media Marketing
Content Marketing

HIGHLIGHTS

- Seth Rogen's Houseplant launch
- Tammy Pedigrew @cannabiscute dispensary tour
- Largest website traffic day for St. Patrick's Day
- Increased Instagram following by 84%
- Increased Twitter following by 19%
- Increased LinkedIn following by 298%
- Increased Facebook following by 29%
- Collaborated with Besito for #BHM
- Worked with Women Grow's Atlanta chapter on several networking events
- Communications Director for Cannabis @ USC organization

CONTACT

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hello@ashido.co
www.ashido.co/lets-work

ABOUT ME

Ambitious and creative social media maven with exceptional written and verbal communications skills. Looking to leverage my educational background, experiences, and ideas to drive value for an organization through the art of storytelling

EDUCATION

SPELMAN COLLEGE

MAY 2015 | B.S., Psychology

UNIVERSITY OF SOUTHERN CALIFORNIA

MAY 2021 | M.A., Communication Management

EXPERIENCE

2015 INSIGHT GLOBAL

BUSINESS OPERATIONS SPECIALIST

- Built and maintained relationships with clients and internal employees including executive leadership, finance, and accounting departments
- Prepared aging and accrual reporting on a weekly, monthly, and quarterly basis for clients
- Reconciled account irregularities, including non-payments and delayed payments

2016 LEIDOS

Project Coordinator

- Managed executive calendar, scheduled meetings, and recorded meeting minutes
- Oversaw the timely execution of projects
- Worked with project team to develop plans, policies, briefings report, and memorandums

2018 DANK CITY

BUDTENDER

- Greeted customers and vendors, providing excellent and attentive customer service
- Handled and reconciled cash drawer/tips
- Maintained a clean and organized workspace
- Quickly and efficiently placed and processed orders

2020 PEOPLE'S CALIFORNIA

SOCIAL MEDIA MANAGER

- Created and maintained weekly content schedule across four social media channels - LinkedIn, Twitter, Instagram, and Facebook
- Managed customer relationships and online community, addressing guest concerns on social, Google, Yelp, and CRM platforms including Tattle and Hubspot
- Acted as first point of contact for vendor and guest inquiries through our main contact and marketing email inbox
- Designed assets and wrote copy for social media and internal communications