

JANE BRENNAN

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Passionate and detail-oriented professional with a creative mindset, seeking opportunities to produce impactful, innovative, and life changing content. Experienced in managing creative teams with a passion for developing workflows for creative processes.

WORK EXPERIENCE

PROJECT MANAGER, CREATIVE CONTENT

March 2023 – Present

Stephen Donnelly and Associates

- Oversaw strategy, development, editing, graphic design, approval, and scheduling of 30 content calendars across platforms such as TikTok, MailChimp, Instagram, Facebook, LinkedIn, YouTube, and Twitter.
- Communicated with clients to ensure that all content campaigns embodied their brand and generated value.
- Managed the Social Media Department, supervising 3 Social Media Coordinators.
- Developed the Social Media Department's production workflows, analytics reporting, and onboarding processes using software including Trello, Asana, Loomly, Sprout Social, Airtable, Confluence, Slack, and Google.

MARKETING COORDINATOR

June 2022 – March 2023

Stephen Donnelly and Associates

- Created engaging and on-brand monthly social posts for 10 clients to increase engagement and follower count.
- Assisted in outreach, web design, social media, photography, videography, copywriting, and graphic design.

MARKETING COORDINATOR

November 2021 – June 2022

Florae Collaborative

- Created 6 weekly Instagram social posts which increased their Instagram follower count by 1,500 followers.
- Developed and distributed engaging weekly newsletters to an audience of 2,000 using MailChimp.
- Photographed and edited images using Adobe Lightroom for 150 products weekly.
- Created targeted content including videos, blogs, photos, Q&As, and optimized the website for SEO using WordPress.

EDUCATION

CINEMA & PHOTOGRAPHY (B.S.) | Ithaca College | 3.7 GPA

May 2023

SKILLS

Communications
Video/Photo

Social Media
Graphic Design

Copywriting
SEO