

BRIANNA CHACON

FUELED BY PASSION ♦ IDEA MACHINE ♦ MARKETING MANIAC



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EXPERIENCE

Digital Coordinator

Mar 2017 - Present

NBC Entertainment - Universal City, CA

- Build collaborative relationships and integrate digital teams: Marketing, Content, Business Development, UX, Technology, and Production
- Attend team meetings and manage work aligned with digital business goals and audiences
- Communicate and build relationships with external partners such as Spotify, Snapchat, Facebook, and YouTube
- Manage external vendors and process invoices
- Interview, train, and manage the department Page

Social Intern

Sept. 2016 - Dec. 2016

White Hat Agency - Austin, TX

- Curated and coordinated content for social media – Facebook, Instagram, Twitter, LinkedIn
- Managed editorial calendars and composed creative copy for social posts, blogs, and email blasts
- Tracked, interpreted, and reported social results using analytics tools
- Developed client-facing briefs and influencer case studies for new business
- Boosted engagement rates by 190% and reach by 150%

Promotions Intern

May 2016 - Aug. 2016

Warner Bros. Pictures Worldwide - Burbank, CA

- Contributed to the development and execution of marketing partnership integrations for DC franchise films, LEGO franchise films, *Fantastic Beasts and Where to Find Them*, and other 2016-2018 feature film releases
- Created franchise and pitch presentations, case studies, and wrap reports for partners and internal stakeholders
- Logged partnership programs and tracked project status
- Used brand identities for partner identification while updating and maintaining contact information
- Researched and reported competitive partnership programs and industry trends

ADDITIONAL EXPERIENCE

Production Coordinator

C3 Presents
Austin, TX

Aug 2015 - April 2016

Marketing Intern - Creative

Disney-ABC Television Group
Los Angeles, CA

May 2015 - Aug 2015

Marketing Events Intern

St. Edward's University
Austin, TX

Sept. 2014 - April 2015

Product Marketing Intern

Dimension Data
Austin, TX

June 2014 - Aug. 2014

SKILLS

- ♦ Microsoft Office Suite ♦
- ♦ Adobe Creative Suite ♦
- ♦ Social Media ♦
- ♦ Social Analytics ♦
- ♦ Keynote ♦
- ♦ Written/Verbal Communication ♦
- ♦ Detail-Oriented ♦
- ♦ Organization ♦
- ♦ Multi-tasking ♦
- ♦ Fast-Paced Environments ♦
- ♦ Presentations ♦
- ♦ Basic HTML & CSS ♦

ATTENDANCES

PromaxBDA Conference - Los Angeles 2015
Variety's MASSIVE Marketing Summit - Beverly Hills 2016
INBOUND - Boston 2016

AFFILIATIONS

T. Howard Foundation Talent Development Program
Delta Mu Delta Honor Society
GRAMMYU

EDUCATION

BBA Digital Media Management
Magna Cum Laude ♦ Aug. 2013 - Dec. 2016
St. Edward's University - Austin, TX