



ANDREA BROWN

EDUCATOR
MULTI-MEDIA JOURNALIST
DIGITAL MEDIA PROFESSIONAL

PROFESSIONAL SKILLS

Social media strategy
Marketing
Web content development
Corporate blogging
Project management
Market research
Proficiency with web analytics

PERSONAL SKILLS

Creative spirit
Reliable and professional
Organized
Time management
Team player
Fast learner
Motivated

CONTACT

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EDUCATION

BACHELOR OF ARTS,
JOURNALISM & COMMUNICATIONS,
LEADERSHIP STUDIES
Hampton University, Hampton, VA
2010

HISD EFFECTIVE TEACHER
FELLOWSHIP
Houston, Texas
June 2014 - 2015

ABOUT

I am an educator, multi-media journalist, and digital media professional with skills to succeed in a rapidly evolving media industry. With over seven years of experience using strong news judgment, I am a champion working in a fast paced, high pressure environment. In addition, I am an expert with social media tools and technologies, with a track record of creating and implementing successful, large scale social media campaigns.

WORK EXPERIENCE

EDUCATOR

School of Communications, Jack Yates High School | August 2014-Present

- Provides daily instruction, management, and supervision of the Jack Yates High School Radio Lab, Podcasts, Newsletter, and Yearbook.
- Instructs students on best practices and media ethics, to produce content at the highest journalistic standards.
- Develops relationships with alumni and community partners to bolster opportunities for funding and student work opportunities
- Analyzes data to drive instruction for higher student success rates.
- Monitors trends in technology instruction and provides implementation suggestions to campus administration and peers.
- Represents the School of Communications in various media capacities within the district and with local media.

CHIEF COMMUNICATIONS CONSULTANT

Gifted Media | January 2009-Present

- Works with entertainment based clients, non-profit organizations, and small businesses to create and execute public relations and digital media strategy.
- Oversees and sets budgets for ad-spends, and payment for various media contractors and freelancers.
- Manages a team of freelancers on various goal driven client initiatives including social media campaigns and press runs.
- Develops and edits content for various print publications, websites, blogs, entrepreneurs and business organizations.

FOUNDER/CO-FOUNDER (BLOGGER)

TheUptownLounge.com | January 2009-2016

Technolochic.com | September 2013 - 2015

- Responsible for developing original content for both sites on a daily basis.
- Cultivates relationships with media professionals and outlets for the purpose of promoting content and developing new partner-ships.
- Responsible for HTML coding, light graphic work (logos, call to action graphics) using the Adobe Creative Suite
- Uses Google Keyword & Trend Finder for the purpose of SEO, analyzes site traffic through Google Analytics
- Serve as an independent correspondent, covering events including, but not limited to the Cannes Film Festival (Cannes, France) The South By Southwest Music Festival (Austin, TX) and the BET Awards (Los Angeles, CA)



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WORK EXPERIENCE

SOCIAL MEDIA ACCOUNT EXECUTIVE

IntegratePR | Jan 2013 - April 2013

- Managed multiple social media accounts across multiple platforms (Twitter, Facebook, Pinterest, Instagram, Vine)
- Developed strategic editorial calendars & wrote weekly blogs using SEO best practices.
- Provided insight on best practices to further develop innovative campaigns for clients using social & digital media platforms.

SOCIAL MEDIA MANAGER

Women in Entertainment Empowerment Network | June 2009-June 2011

- Managed all major social networking platforms including Facebook, Myspace, Twitter and WEEN Blog.
- Responsible for the promotion, production, show content and guest preparation for a weekly online talk radio program.
- Employed engagement and incentive strategy to increase Twitter followers by 324% and Facebook fans by 420%

PUBLIC RELATIONS ASSISTANT

Jazo PR/Creative Minds Cannes Film Festival, Cannes, France | May 2011

- Assisted lead publicist throughout festival with talent & media management, press junkets, event planning/hosting, procurement of screening tickets and party invitations.

REPORTER/PRODUCER

WHOV, Hampton, VA | August 2008- May 2010

- Produced and anchored weekly news radio and television programs.