



ANDREA BROWN

EDUCATOR
MULTI-MEDIA JOURNALIST
DIGITAL MEDIA PROFESSIONAL

PROFESSIONAL SKILLS

SEO and Google Analytics
Social media strategy
Media relations
Marketing
Web content development
Copywriting
Corporate blogging
Project management
Layout design
Photography & Videography

PERSONAL SKILLS

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

EDUCATION

MASTER OF COMMUNICATIONS,
PROFESSIONAL
COMMUNICATIONS &
DIGITAL MEDIA
Texas Southern University,
Houston, TX
Graduation Expected December
2018

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

CONTACT

p: 281-851-9865
e: anicolebrown88@gmail.com

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

DEPARTMENT CHAIR & 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.

INTERIM ACTIVITIES COORDINATOR - CENTER FOR STUDENT MEDIA

University of Houston / June 2017 - August 2017

Managed the day to day operations for Media Services and student organizations within the Center for Student Media (CSM). Provides leadership and direction for planning and development of student organizations activities and media.

Provided direction on all facets of media ethics, media production, organizational development, and best practices for Coog TV and Coog Radio.

Supervised staff responsible for providing guidance to student leaders.

Supervised in-house multimedia projects for the center for Student Media, Media Services and provide operation support to revenue generating activities involving audio/video components.

Managed studio facility and equipment for the CSM department and fee funded student organizations.



ANDREA BROWN

EDUCATOR
MULTI-MEDIA JOURNALIST
DIGITAL MEDIA PROFESSIONAL

CONTACT

p: 281-851-9865
e: anicolebrown88@gmail.com

WORK EXPERIENCE (CONTINUED)

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. Cultivated relationships with media professionals and outlets for the purpose of promoting content and developing partnerships. Responsible for HTML coding, light graphic work (logos, call to action graphics) using Adobe Creative Suite. Uses Google Keyword & Trend Finder for the purpose of SEO, and analyzing site traffic through Google Analytics. Served 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)

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.