



Briana Carlesimo

SOCIAL MARKETING SPECIALIST

BRIEF BIOGRAPHY

A writer with five years of experience in marketing and content creation. A blogger with a personal site (bricarPR.com) and a newly created blog (bricarxthecity.com). A dreamer who moved her life to her favorite city and is ready to take on her next adventure.

PERSONAL ACCOMPLISHMENTS

- Wrote, self-published, and promoted my own book on Amazon
- Was in the inaugural class of 30 under 30 for Alpha Delta Pi Sorority
- An ambassador for theSkimm & Cosmopolitan (as a Social Patrol member)
- A volunteer within my community and an advocate for women everywhere

YOU CAN FIND ME AT:

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 Instagram: @BriCarPR
 Facebook: fb.me/briana.carlesimo
 Portfolio: www.bricarpr.com/portfolio

SKILLS AND ABILITIES:

- Social media strategy/content creation
- WordPress
- Microsoft Office
- Marketing collateral
- Social media reporting
- Branding
- Blogging
- Event planning
- Attention to detail
- Networking
- Public Speaking
- Leadership

EMPLOYMENT HISTORY

CORPORATE COMMUNICATION SPECIALIST

DynamicHR | Oct. 2015 to present

- Write & edit for internal and external communications
- Manage corporate website and social channels/strategy, growing presence on both Facebook (200%) and LinkedIn (45%) as well as handling all analytics
- Create & manage strategic marketing materials, videos, and photography along with maintaining a database of all forms in the office
- Coordinate both internal and external events and trade shows, writing press releases when appropriate

CORPORATE COMMUNICATION COORDINATOR/CO-OP

DENSO International America, Inc. | Jan. 2015 to Sept. 2015

- Create social media posts geared toward our North American audience as well as analyzing analytics for best practices as the social media lead
- Contribute social media analytics to a quarterly report for all executives in the company - including execs in Japan
- Contribute to/edit the three major newsletters the company produces
- Support with media relations including press release development, editing, distribution, proactive media relations support, and YouTube videos for major events
- Track and develop weekly email news briefs including DENSO and industry news

PUBLIC RELATIONS INTERN

The Bottomless Toy Chest | Sept. 2014 to Jan. 2015

- Curate content for email marketing blasts
- Manage all social channels/posting and assist in press release creation
- Contribute to all fundraising events, including soliciting for donations and promoting the events throughout the community

EDUCATIONAL TRAINING

HOOTSUITE ACADEMY

Certificate in Social Marketing

- Mar. 2019

OAKLAND UNIVERSITY

BA Communication; Minor in Broadcasting

- Sept. 2011 to May 2015

