



BROOKE LEWIS

GRADUATE STUDENT

CONTACT

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EDUCATION

BACHELOR OF SCIENCE, MAJOR IN ADVERTISING

TEXAS STATE UNIVERSITY - SAN
MARCOS | 2017 - 2021

DEAN'S LIST: SPRING 2018, SPRING
2020, FALL 2020

MASTER OF ARTS IN ADVERTISING

THE UNIVERSITY OF TEXAS AT
AUSTIN | 2021 - 2023

PROFILE

I am a dedicated, proactive, and resourceful aspiring professional with communication and writing skills. Seeking an entry-level advertising or marketing position.

EXPERIENCE

MARKETING INTERN

VISIT AUSTIN | SEPTEMBER 2021 - DECEMBER 2021

- Assist with maintenance of website content and music content across Visit Austin channels, event calendar, tracking for publications/e-newsletters/partner database, management of website email inbox, and projects.
- Conduct weekly photo and video outreach, support day-to-day activities for blog program (work with writers by researching and updating posts), draft posts, curate content for Visit Austin leisure, music, and meeting accounts.

INTERN

DO512 | JAN 2021 - MAY 2021

- Create and manage events, artists, and venue pages on the website using Radmin. Conduct research for editorials, advertorial content, and lists. Write copy for editorials and email campaigns. Draft copy for Do512 social platforms, pull statistics data and give fresh ideas for future posts. Plan and create email templates for Do512, Do512 Family, and Gay.Do512 with new and existing strategies using MailChimp and pull newsletter statistics

FREELANCE WORK EXPERIENCE

FREELANCE WRITER

DO512 | JUNE 2021 - PRESENT

- Write brand new editorials with spots that fit the bill with descriptions of the must-try/specialty dishes, atmosphere, and anything that makes the location awesome.
- Update existing editorials with new spots that fit the bill with descriptions of the must-try/specialty dishes, atmosphere, and anything that makes the location awesome.

CONTRACT WORKER

VISIT AUSTIN | JUNE 2021 - AUGUST 2021

- Work closely with the director and assist with project reporting. Assist with daily maintenance of music scene and music-related website content to ensure accuracy of information. Update Visit Austin Music Venue Guide listings and communicate with venues directly.
- Support music content curation for social media. Brainstorm copy ideas for social platforms. Manage photography licensing. Write or update blog posts on the website.

SKILLS

- Creative Writing
- Advertising Campaigns
- Copywriting
- Mailchimp
- Public Speaking
- Radmin
- Social Media Management
- Adobe Creative Cloud
- Microsoft Office 365
- Google Suite
- Wordpress
- Customer Service
- AP Style
- Social Media: Twitter, Facebook, Instagram, Pinterest, TikTok, LinkedIn