

Brelyn Bashrum

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EXPERIENCE

Hope Fellowship Church — *Young Adults Resident*

August 2025 - Present

Supporting Young Adults team in strategizing and facilitating weekly services.

Increasing community involvement through first-time-guest (FTG) handwritten note cards, 1:1 appointments set with attendees, and special interest group leadership.

Managing hospitality branch of the ministry, including inventory, volunteer upskilling, menu creation, and execution during weekly services.

Creating monthly newsletter and supporting social media content strategy and creation.

Participating in organizational residency programs, including public speaking workshops, theology classes, group discussions and various self-development projects.

Pie Tap — *Server*

June 2025 - Present

Serving guests at Pie Tap Pizza + Rotisserie + Bar, ensuring high standards of customer service during high-volume, fast-paced operations.

Accomplishing additional training and upskilling to ensure a seamless and impactful dining experience.

Completing TABC and Texas Food Handlers certifications.

Beyond Fifteen Communications — *Account Coordinator*

May 2022 - May 2025

Supported B2B client management, including 12-month plans, monthly reporting and analysis, leading client calls, and regular communication.

Strategized public relations efforts and conducted outreach to media, facilitating opportunities and gaining over 252 placements in national news and trade outlets for various clients.

Crafted audience-specific social media content for various clients, leading to increases in client business and growth for following and engagements on applied platforms.

SKILLS

Account Management

Public Relations

Social Media

Photography

Graphic Design

Copywriting

Research

Mentorship

Public Speaking

Customer Service

AWARDS

NSAC 2022 First Place Winner

NSAC (National Student

Advertising Competition)

awarded Texas Tech Bullet Ad

Team first place out of 8 finalist

schools and 120 schools in a total

of three competition stages. The

Conversations Campaign took 9

months of strategy preparation,

bulk research, provocative

ideation, and strong teamwork to

make it come to life. In the end,

judges decided that the

intangibles and the

Conversations Campaign

strategy best addressed the case

brief and made Meta Quest 2 an

essential, coveted product for

college students.

COLLEGE WORK EXPERIENCE

Texas Tech Admissions — *Social Media Manager*

August 2021 - April 2022

Bullet Advertising TTU — *Research Director, Book Edit Chair*

September 2021 - April 2022

Primitive — *Digital Strategy Intern*

January 2022 - May 2022

Giant Noise — *New Business Intern*

June 2021 - August 2021

Starwood Cafe — *Server*

May 2021 - August 2021

Giant Noise — *Digital Content Intern*

January 2021 - May 2021

Katharine Hayhoe — *Media Assistant*

October 2020 - March 2021

TTU Climate Center — *Social Media Director*

May 2020 - October 2020

Media Support Group — *Marketing Assistant*

August 2019 - January 2020

EDUCATION

Texas Tech University — *Bachelor of Arts in Advertising*

Spring 2019 - Spring 2022

Graduated Magna Cum Laude with a 3.87 GPA with Honors from the Honors College. Completed Major in Advertising and a Minor in Public Relations.