

Brelyn Bashrum

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EXPERIENCE

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.

Texas Tech Admissions — Social Media Account Manager

August 2021 - April 2022

Created branded content pillars approved by client to serve as guideposts for social content throughout the year.

Completed photoshoots, copywriting, audience research, giveaway planning, and community management for the duration of each social campaign.

Conducted monthly reporting to analyze results and adjust strategy based on post performance and audience engagement.

Bullet Advertising TTU — Research Director, Book Edit Chair

September 2021 - April 2022

Faculty-appointed as Research Director in National Student Advertising Competition (NSAC) and led the research team to gain over 500 respondents in three research methods including surveys, in-depth interviews, and focus groups during the fall.

Served as Book Edit Chair and guided the team in writing, editing, and developing the campaign book to present to judges in all three stages of competition.

Won first place with the Texas Tech team during the 2022 nationals competition.

SKILLS

Account Management

Public Relations

Social Media

Photography

Graphic Design

Copywriting

Research

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.

INTERNSHIPS

Primitive — *Digital Strategy Intern*

January 2022 - May 2022

Giant Noise — *New Business Intern*

June 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.