



BRIANNA MCCLANE GRIFF

MARKETING & CONTENT SPECIALIST

EDUCATION

BACHELOR OF ARTS,
PUBLIC RELATIONS
Baylor University | 2009

MASTER OF SCIENCE, JOURNALISM
Northwestern University | 2010

PROFESSIONAL SKILLS

SEO and Google Analytics
Social media strategy
Marketing
Web content development
Copywriting
Corporate blogging
Project management
Layout design
Photo editing
Market research

PERSONAL SKILLS

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

CONTACT

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ABOUT

Marketing professional with more than 10 years of experience. Trained in audience analysis with a diverse background in marketing, journalism, design and public relations. Self-directed, innovative individual with a passion for building relationships and helping businesses grow.

WORK EXPERIENCE

ADJUNCT PROFESSOR

Boise State University | August 2019 - Present

- Teach upperclassmen about social media, crisis communications, media plans, and audience analysis.
- Create lectures and presentations.
- Assign and grade projects and papers.

SENIOR COMMUNICATIONS COORDINATOR

Boise State University Admissions | July 2017 - August 2019

- Wrote, edited and approved recruiting materials, including email campaigns and print pieces.
- Partnered with outside vendors to implement and manage omnichannel national marketing campaigns for targeted audiences.
- Created, edited and queued emails, text messages and call jobs within the CRM system.
- Single-handedly rebuilt the Boise State Admissions website through Wordpress for relaunch.
- Supervisor of 12 student employees, including a marketing intern, videographer and coder.
- Partnered with other departments for projects, including directing a 360 video shoot for the Housing and Residence Life website and the Boise State mobile app.

MARKETING DIRECTOR

PetIQ | July 2016 - July 2017

- Relunched content marketing campaigns for nine mass and specialty brands, utilizing SEO, SEM and PPC to drive traffic to individual brand websites.
- Created copy for brand websites, product packaging, email newsletters, customer surveys, and other marketing needs.
- Led initiative to increase positive customer reviews and improve overall product display on retailer websites, such as Walmart.com and Target.com.

WORK EXPERIENCE

MARKETING DIRECTOR

BLOGGER

Thinking Boise Real Estate | July 2015 - April 2017

- Doubled the number of followers on Instagram and Twitter in less than six months.
- Conceptualized, created, and published marketing materials for office and clients.
- Maintained content for website, blog, and social media channels.
- Directed photoshoots for client homes.
- Created targeted social media campaigns using audience analysis and housing data.

CONTENT MANAGER

Brabendercox | March 2014 - March 2015

- Wrote content for client websites, television commercials, and advertising campaigns.
- Researched, compiled and wrote talking points and campaign stances for clients.
- Assisted on commercial shoots for gubernatorial, congressional and presidential candidates.

SOCIAL MEDIA JOURNALIST

McMurry/TMG | March 2013 - March 2014

- Developed and launched a new website for the hardware industry.
- Created interesting, timely and useful daily content for targeted audience.
- Maintained client relations and communications.

STAFF REPORTER

SOCIAL MEDIA CURATOR

ASSISTANT TO THE EDITOR-IN-CHIEF

National Journal | August 2011 - December 2012

- Tripled the number of followers in less than a year for the National Journal Tumblr.
- Interviewed sources and wrote weekly articles for magazine, website and newspaper.
- Ran National Journal's social media accounts and updated website homepage.

SKILLS

APPLICATIONS: Adobe Creative Suite, Microsoft Office

ONLINE TOOLS: WordPress, Google Analytics, Slack, Wrike, Basecamp

EMAIL PLATFORMS: MailChimp, Salesforce Marketing Cloud, Constant

Contact, Emma

SOCIAL MEDIA: Instagram, Facebook, Pinterest, Twitter, Buffer, Hootsuite, Later App, TINT