



# BRIANNA MCCLANE GRIFF

## MARKETING & CONTENT SPECIALIST

### 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.

### EDUCATION

BACHELOR OF ARTS,  
PUBLIC RELATIONS  
Baylor University | 2009

MASTER OF SCIENCE, JOURNALISM  
Northwestern University | 2010

### PROFESSIONAL SKILLS

SEO and Google Analytics (7 years)  
Adobe Creative Suite (15 years)  
Wordpress (10 years)  
Social media strategy (9 years)  
Marketing (7 years)  
Web content development (7 years)  
Copywriting (10 years)  
Project management (7 years)  
Layout design (15 years)  
Photo editing (15 years)  
Market research (7 years)

### PERSONAL SKILLS

Self-directed  
Innovative  
Reliable and professional  
Respectful  
Collaborative  
Organized  
Time management  
Team player  
Fast learner  
Motivated

### CONTACT

P: 208.286.6060  
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W: [www.bmgriff.com](http://www.bmgriff.com)

### WORK EXPERIENCE

#### ADJUNCT PROFESSOR

Boise State University | August 2019 - Present

- Teach Media and Social Media Strategies (PR 351), Intro to Public Relations (PRO 300), and PR Writing (PRO 304).
- Partnered with Extended Studies to transform PR 351 into PRO 322.
- Remain current on public relations and social media marketing etiquette and best practices.
- Maintain relationships with department, faculty, and students.
- Write and present lectures. Create and grade assignments.

#### MARKETING CONSULTANT

BMG Marketing | June 2016 - Present

- Partner with small business owners to provide concierge marketing services, such as design, copywriting, and audience analysis.
- Create a cohesive brand expression and experience for individual clients to drive strategic marketing campaigns, including newsletters and social media content.
- Utilize analytics and data to ensure strategy is targeted and effective.
- Adapt to individual client needs, including a diverse set of platforms, last-minute deadlines, and unique business objectives.

#### SENIOR COMMUNICATIONS COORDINATOR

Boise State University Admissions | July 2017 - August 2019

- Conceptualized, wrote and edited strategic recruiting content.
- Recruited, trained, and supervised 12 student employees, including a marketing intern, videographer and coder.
- Partnered with outside vendors to implement and manage national omnichannel national marketing campaigns for targeted audiences.
- Utilized the Admissions social media presence to promote the university, target audiences, and generate leads.
- Created, edited and queued emails, text messages and call jobs within the CRM system.
- Single-handedly rebuilt the Boise State Admissions website on Wordpress for relaunch.
- Led cross-functional groups toward a common goal, such as directing a 360 video shoot for the Housing and Residence Life website, the Boise State mobile app, and Admissions recruiting materials.

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## WORK EXPERIENCE

### MARKETING DIRECTOR

PetIQ | July 2016 - July 2017

- Relaunched 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.

### 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 advertising campaigns using audience analysis and housing data.

### CONTENT MANAGER

Brabendercox | March 2014 - March 2015

- Wrote content for client websites, television commercials, and advertising campaigns.
- Created and coordinated PPC campaigns for political 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 Tumblr followers in less than a year.
- Interviewed sources and wrote weekly articles for magazine, website and newspaper.
- Ran National Journal's social media accounts and updated website homepage.

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