


 /briannakessler
 @briannakessler2
 linkedin.com/in/briannakessler
 brianna_kessler_1992

BRIANNA P: 817-659-0607
KESSLER E: bnkessler@txwes.edu
 W: briannakessler.com

Education

Texas Wesleyan University
Bachelor of Science in Communication
 May 2016, Cum Laude

Proficiencies

Writing	●	●	●	○	○
InDesign	●	●	●	●	○
Photoshop	●	●	○	○	○
Illustrator	●	●	○	○	○
Social Media	●	●	●	○	○
WordPress	●	●	●	○	○
Premiere Pro	●	●	●	○	○
Event Planning	●	○	○	○	○
Mail Chimp	●	●	○	○	○

Honors & Awards

Reporter of the year - RMG
 Outstanding Mass Comm Student - Texas Wesleyan
 Dean's list - Texas Wesleyan
 2nd Place Feature Writing-Texas Wesleyan
 Student Employee of The Year - RMG
 Greatest Leap Forward - RMG
 2nd Place TV AD- TIPA
 8th Place Best in Show, Newspaper - ACP
 2nd Place Best in Show, Website - ACP
 2nd place News Story - TIPA
 Honorable Mention Headline Writing -TIPA
 Finalist Feature Writing - SPJ
 Society of Professional Journalists Scholar
 Smaller. Smarter. Scholar



Experience

Humane Society of North Texas
Communication & Fundraising Coordinator
 Aug. 2016 - present

- Develop and maintain donor relationships for event sponsorship and HSNT AAK program
- Create and coordinate weekly e-newsletters
- Send e-blasts to promote fundraising campaigns
- Produce newsletters, advertisements, logos, graphics, direct mail, and HSNT print collateral
- Manage social media content and accounts.
- Create graphics for web & social
- Manage organization's website
- Produce HSNT fundraising videos
- Conduct fundraising research as needed.
- Coordinate print collateral for printing & mailing

Fort Worth Weekly
Freelance Writer Sept. 2015 - Aug. 2016

- Wrote Cover Story for February 24, 2016 issue

Rambler Media Group
Rotating Editor, Jan. 2016 - May 2016
Content Producer, Jan. 2015- Dec. 2015

- Wrote and edited news stories
- Newspapers and newsletter layout
- Executed story promotion on social media
- Created and designed advertisements
- Managed weekly budget meetings
- Managed organization's website
- Managed Editorial content for print & online

Fort Worth, Texas Magazine
Editorial Intern, June 2015 - Dec. 2015

- Wrote numerous articles for monthly publication, including the September 2015 sub-feature
- Managed local event & dish listings

Cassata High School
PR & Marketing Intern, Jan. 2015- May 2015

- Assisted in event planning and fundraising