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**BRIANNA  
KESSLER**

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## 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

### Howell Instruments, Inc.

#### Marketing Assistant, June. 2017 - present

- Write, design and update marketing materials
- Assist in ensuring cohesion, clarity of brand messaging, and consistency in marketing collateral across all mediums
- Manage and track internal requests for marketing deliverables
- Assist with coordination of trade shows including creative, booking and logistical
- Increased Facebook following and engagement by 50%

### Humane Society of North Texas

#### Communication & Fundraising Coordinator, Aug. 2016 - Feb. 2017

- 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
- Newspaper 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