**Breanna London**
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337-693-6270

**Professional Summary**
Dynamic and detail-oriented communications professional pursuing a Master of Science in Strategic and Digital Communication. Strong background in public relations, digital marketing, and media management, with hands-on experience in creating press materials, managing media relations, and conducting competitive research. Proficient in Hootsuite, Canva, Adobe Creative Suite, and social media analytics to execute impactful campaigns and monitor brand performance. Known for creativity, collaboration, and delivering results in fast-paced environments.

**Education**
**Drexel University, Philadelphia, PA**
Master of Science in Strategic and Digital Communication

Cumulative GPA: 3.88
(Expected Graduation: June 14, 2025)

**Relevant Coursework:**

* + Strategic Communication Theory
	+ Digital Media Strategies
	+ Public Relations Campaigns
	+ Social Media Analytics
	+ Content Creation and Management
	+ Content Creation and Brand Storytelling
	+ Crisis Communication
	+ Research Methods in Communication

**Projects:**

* + **Capstone Project:** Developed a comprehensive digital communication strategy for a nonprofit organization, focusing on enhancing online engagement and brand awareness, which included a detailed analysis of target audiences and content strategies.
	+ **Social Media Campaign:** Designed and executed a social media campaign for a local business, utilizing analytics to measure engagement and reach, resulting in a 30% increase in followers and a 25% boost in customer inquiries.
	+ **Crisis Communication Plan:** Created a crisis communication plan for a hypothetical company, outlining strategies for effective messaging and stakeholder engagement during a crisis scenario.

**Skills Developed:**

* + Expertise in digital communication tools and platforms, including Hootsuite, Google Analytics, and various content management systems.
	+ Strong writing and editing skills for diverse formats, including press releases, blog posts, and social media content.
	+ Proficient in data analysis and interpretation to inform strategic decision-making.

**Extracurricular Activities:**

* + Active member of the Public Relations Student Society of America (PRSSA), participating in workshops and networking events to cultivate valuable professional connections and enhance industry knowledge.
	+ Volunteer for university-led initiatives, delivering strategic communication support for events and outreach programs, thereby contributing to community engagement and awareness.
	+ Engaged in peer mentoring, providing guidance to fellow students on coursework and career development, fostering a collaborative and supportive academic environment.

**Honors and Awards:**

* + Consistently recognized on the Dean’s List for outstanding academic excellence across multiple terms, reflecting a commitment to high academic standards and intellectual rigor.

**McNeese State University, Lake Charles, LA**
Bachelor of Science in Finance
Graduation: May 2018

**Relevant Coursework:** Financial Management, Investment Analysis, Corporate Finance, Risk Management, Financial Markets, and Institutions, Business Statistics, and Economics.

**Projects:**

* + **Investment Portfolio Project:** Developed a simulated investment portfolio, analyzing market trends and making strategic investment decisions that resulted in a 15% return over six months.
	+ **Financial Analysis Case Study:** Conducted a comprehensive financial analysis of a local business, providing recommendations that improved operational efficiency and profitability.

**Skills Developed:**

* + Strong analytical and quantitative skills through coursework and projects.
	+ Proficiency in financial modeling and forecasting techniques.
	+ Experience with financial software and tools, including Excel and financial databases.

**Extracurricular Activities:**

* + Member of the Finance Club, participating in workshops and networking events to enhance professional development.
	+ Volunteered for financial literacy programs, educating peers on budgeting and investment strategies.

**Work Experience**

**Rest In Beauty, LLC, Crowley, LA**
*Communications and Branding Consultant*
June 2022 – Present

* Partnered with the founder to craft a compelling professional brand identity for a tomb cleaning business, significantly enhancing marketability and visibility.
* Designed a distinctive custom logo and secured an exclusive licensing agreement, ensuring a unique and memorable representation of the brand.
* Developed and managed the company’s Facebook and Yelp profiles, strategically engaging the primary demographic to drive interaction and increase visibility.
* Created cohesive marketing materials, including a memorable slogan and professional business cards, to elevate brand credibility and recognition.
* Successfully navigated the LLC application process, ensuring full legal compliance and seamless business registration.
* Played a key role in establishing a robust digital presence, consistently maintaining an impressive 5-star customer rating.

**Acadia Parish Alternative School, Crowley, LA**
***Information Management Technician***
January 2020 – Present

* Optimized administrative workflows, resulting in substantial enhancements to organizational efficiency and productivity.
* Facilitated effective internal communications and ensured precise documentation for stakeholders, contributing to informed decision-making.
* Cultivated robust interpersonal communication skills through active participation in student mentoring initiatives, fostering a supportive learning environment.

**Crowley Middle School, Crowley, LA**
*Long-term Substitute Teacher*
January 2019 – January 2020

* Delivered dynamic science lessons through varied instructional methods, such as lectures, presentations, and collaborative group activities.
* Incorporated media technology into lessons to boost student engagement and understanding.
* Cultivated positive relationships with students, fostering a supportive and inclusive learning environment.

**Special Skills**

* **Digital Marketing:** Developed social media strategies, managed media lists, tracked campaigns, and analyzed performance metrics.
* **Technical Proficiency:** Skilled in Adobe Creative Suite, Microsoft Office Suite, Google Workspace, Canva, and Hootsuite.
* **Content Creation:** Crafted press releases, produced social media content, coordinated event logistics, and conducted competitive analysis.
* **Research and Analysis:** Conducted audience segmentation, monitored media coverage, and evaluated campaign performance.
* **Organization:** Excelled in time management, multitasking, and project coordination.