

BRIANA DODSON

brianadodson233@gmail.com

FREELANCE WRITER & COMMUNITY CONTRACTOR

PROFESSIONAL SKILLS

<i>Website Content Management</i>	<i>Microsite Content Management</i>	<i>Microsoft Word, Excel, and Powerpoint</i>
<i>Team Leader, People Manager</i>	<i>Proficient with Adobe Photoshop & Indesign</i>	<i>Environmental Data Collection</i>
<i>Asana, Airtable, Trello</i>	<i>Google Docs and Spreadsheets</i>	

BRIANA DODSON, LLC — Saint Petersburg, Florida

As a Social Brand & Community Strategist with six years of experience in online marketing, I thrive off of storytelling and building engaging communities. I've had the pleasure of building social and community strategies for brands just starting out, to managing social media and community initiatives for well established brands with millions of followers.

Brightly.eco, July 2021 to present

Responsible for assisting the Director of Content by writing and editing articles for the Brightly site, including managing the editorial calendar. Responsible for managing the Brightly Spot newsletter, managing client inclusions and writing copy. Responsible for managing the Good Together podcast, Apple's #1 rated podcast for conscious consumers, by performing guest outreach, writing show notes, sending editing notes to the podcast editor, etc.

All-Star Money (The Motley Fool), April 2021 to present

Responsible for managing the All-Star Money social media and community presence by writing social copy, answering community emails, and maintaining the bobblehead program. Responsible for writing newsletter copy and uploading site and RSS feed content daily.

ProductionHUB, July 2015 to present

Responsible for the planning, writing and implementation of website and email content, as well as social media marketing strategies and management of trade shows and microsite dedicated to them.

Key Results:

- Increased Company visibility via Social Media; Blog views increased from 7,000 to approximately 12,000 and Instagram traffic from 100 followers to over 1,000 in the first 3 months of my employment.
- Implemented first Facebook ads for the Company, which received 30,000 views and 2,000 clicks. ▪
- Added over 50 contributors to the ProductionHUB blog within my time of employment ▪ Manage client relationships and developed a newsletter to generate additional revenue

Social Strata, July 2020 to January 2021

Part of the community manager team responsible for managing content and community moderation and strategy for multiple clients within the Social Strata brand.

Key Results:

- First contractor for a new community manager initiative

Let Grow, August 2020 to January 2021

Manage all aspects of Let Grow's social media and online community strategy by building an audience on social platforms, and setting new goals and objectives for ongoing growth.

Key Results:

- Developed social media strategy and tone documentation for the entire company
- Began testing advertising on LinkedIn and Twitter
- Rebranded the Let Grow community group to enhance engagement and brand awareness

Shogun, May 2021 to July 2021

Responsible for maintaining the Shogun Facebook community and responding to community queries on sites such as Reddit. Responsible for Shogun's Twitter presence—generating social copy and strategy. Working with the content team to promote Shogun initiatives.

BISK — Tampa, FL

Bisk is an online learning services provider that partners with top universities and corporations to deliver exceptional online education to students.

Communications & Brand Content Manager, September 2019 - May 2019

Responsible for delivering internal and external Bisk communications, develop and support philanthropic community relations and assist with company-wide engagement efforts through communications and events.

Key Results:

- Redesigned all marketing channels, including social media platforms and internal company newsletters. ▪ Developed brand guidelines and a social media strategy for internal and external social channels.

THE PENNY HOARDER — SAINT PETERSBURG, FL

The Penny Hoarder is one of the largest personal finance websites in America, receiving millions of visitors each month looking to make and save extra money.

Community Strategist, February 2017 - September 2019

Responsible for delivering internal and external Bisk communications, develop and support philanthropic community relations and assist with company-wide engagement efforts through communications and events.

Key Results:

- Developed and launched the company's first onsite community (now with over 15K members) ▪ Reinvented social media channels and strategies for both organic and paid media

EDUCATION

B.A MULTIMEDIA JOURNALISM – FLORIDA ATLANTIC UNIVERSITY – BOCA RATON, FL – 2014

M.A. GLOBAL SUSTAINABILITY - UNIVERSITY OF SOUTH FLORIDA - TAMPA, FL - 2021

OF NOTE

Affiliations:

- Volunteer with Tampa Bay Watch at the Discovery Center. Responsibilities include informing the public of the Tampa Bay watershed and running a touch tank for kids.
- Previously volunteered with the Marine Ecosystem Center. Responsibilities included water quality testing, marine life feeding and food prep, touch tank and informing the public on local marine life in the Tampa Bay area.