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## Education

B.A. | Communication Studies

Furman University

Greenville, South Carolina

2015 – 2019

Marketing and Business

CIMBA Italy | Study Abroad

Paderno del Grappa, Veneto,

Italy

Spring 2018

## Skills

- Event Planning
- Content Creation & Ideation
- Organization & Management
- Client Relations
- Adobe Photoshop
- Account Maintenance
- Marketing Strategy

# Peyton Brooks

MARKETING, DIGITAL PR,  
& EVENT SPECIALIST

## Profile

I am an adaptable marketing, events, and public relations young professional passionate about developing unique branded content for organizations. I often serve as the liaison on behalf of a group, as I possess strong organizational development, long-term planning, and management skills. I have been described as incredibly self-aware of my interactions and project executions.

## Experience

**The Odyssey Online** | Greenville, South Carolina

*Content Creator and Contributing Editor* | January 2016 - October 2016

- Pitched content ideas and topics of interest to millennial readers to Editor-in-Chief for weekly articles.
- Publicized published content across social media platforms to inform network of students and peers.
- Averaged 175+ shares per article, reaching a potential audience 10.2M+ based on Unique Monthly Visitors analytics.

**Handsome Properties, Inc. & International** | Charleston, South Carolina

*Public Relations and Marketing Assistant* | May 2017 – August 2017

- Managed company-owned social media channels reaching 10,000+ followers by creating and publishing digital content
- Compiled analytics to share engagement rates and increased number of followers on a month-to-month basis.
- Drafted and published weekly international blog posts sharing insights on travel and real estate for existing and potential customers.
- Responsible for administrative tasks including compiling minutes for weekly divisional meetings, organizing open house events, and assisted with paid media promotional materials.

**Kappa Kappa Gamma - Eta Alpha Chapter** | Greenville, South Carolina

*Social Media Chair* | October 2016 – January 2018

- Managed all social media channels to reach active and potential new members, increased Instagram followers by 40 percent, increased average Instagram engagement by 58 percent in one year, and increased Facebook page likes by 30 percent in 3 months.
- Spearheaded all graphic design needs for social content, promotional materials, campaigns, events, Snapchat filters, and chapter website.
- Facilitated video and photo content shoots in order to effectively plan website and social content calendar.
- Maintained positive working relationships with local and national chapters, responsible for increasing campus and local community awareness of philanthropic events, and actively recruited new members.