



CONTACT

- 518.727.5215
- Brittney.B.Pritchard@Gmail.com
- Loudonville, New York
- Linkedin.com/in/BrittneyPritchard

EDUCATION

MASTER'S DEGREE
Rutgers University, 2019
Public Administration
Concentration: Public &
Non-Profit Performance
Management
GPA: 3.96

BACHELOR'S DEGREE
Hofstra University, 2009
Public Relations, Honors College
Minor: Rhetorical Studies
Major GPA: 3.94; Minor GPA: 4.00

EXPERTISE

Strategic Communications
Public Relations
Stakeholder Engagement
Fundraising & Development
Grant Writing
Media Relations
Event Planning
Team Leadership
Marketing Automation
Social Media Marketing
Acquisition and Retention
Branding
Digital Marketing
Crisis Communications
Competitive Market Positioning
Contract Negotiation

BRITTNEY PRITCHARD, MPA

Integrated marketing communications professional with a diverse background in digital marketing, public relations, event planning fundraising and social media. Experienced in executing multi-channel B2B and B2C campaigns for public, non-profit, and private organizations including *Fortune 500* companies and top universities.

EXPERIENCE

COMMUNICATIONS DIRECTOR

NYS Assemblymember Phil Steck – Albany, NY

Jan. '22- *Present*

- Develop and maintain relationships with media and constituents through press releases, newsletters, events, social media, press conferences and digital media
- Increased the Assemblymember's favorability rating by 13% and reduced unfavorable perceptions by 10% within two years

OWNER

Pritchard Marketing & Communications – Albany, NY Aug. '22 - *Present*

- Provide marketing, public relations, event planning and fundraising consultation to clients through strategy development and execution

PRODUCT MARKETING DIRECTOR

Specialty Food Association - New York, NY

Oct. '17 – Jan. '20

- Created marketing strategy and design for the Fancy Food Shows, the largest specialty food industry event in North America
- Delivered 111% of quota and grew registration 17% year over year
- Developed and implemented new association logo and branding
- Spearheaded the marketing and design of the SFA's presence at international trade shows and events including SIAL in Paris
- Designed and executed a loyalty program aimed at attracting elite buyers to the Fancy Food Shows with perks and an onsite lounge
- Successful launch surpassed by 50% increase in enrollment
- Managed and elevated the operations and marketing for the sofi Awards, where 60 culinary experts judged more than 1,500 specialty food products to receive world-renowned awards

ASSOCIATE DIRECTOR OF MARKETING & PUBLIC RELATIONS

Rutgers University – New Brunswick, NJ

Oct. '15 – Oct. '17

- Developed and executed marketing, advertising and public relations strategies for Rutgers University Foundation & Alumni Association's high-profile events, brand initiatives, and fundraising campaigns for more than 500,000 alumni and donors
- Spearheaded the marketing and on-site communications for Rutgers annual Hall of Distinguished Alumni Awards and R Game Day event series throughout the country
- Established and marketed Rutgers' first annual Giving Day, which generated more than \$2M in alumni donations in 48 hours
- Directed overall social media strategy and managed all social media channels and brand ambassador program
- Strategized the use of Marketo (marketing automation system) to create personalized marketing journeys
- Managed and mentored junior staff members and oversaw internship program for the entire department

TECHNICAL SKILLS

Google Analytics
Marketo
Pardot
Workfront
Robohead
Cision
Hootsuite
Sprinklr
Social Toaster
Brightcove
Google Ad Words

AWARDS

Association Trends Awards
Silver Anvil Awards
Platinum PR Awards
Big Apple Awards
Sabre Awards
Bulldog Awards

ACHIEVEMENTS

PRSA Silver Anvil Awards Judge
Summa Cum Laude
Provost Scholar
Phi Eta Sigma Honor Society
Hofstra PR Student of the Year
Lambda Pi Eta Communications
Honor Society
Golden Key Society

CERTIFICATIONS

Social Media Measurement
for Higher Education
Google Analytics

VOLUNTEER WORK

Greater Loudonville Association
Lisa Marzullo Fly Again Foundation
Colonie Democratic Committee

EXPERIENCE Continued

PUBLIC RELATIONS & SOCIAL MEDIA MANAGER

The Children's Place - Secaucus, NJ

Oct. '14 – May '15

- Served as the public relations and social media lead for The Children's Place brand accommodating 1,200 domestic and Canadian stores, as well as international franchisee partners in Israel and the Middle East
- Directed all event planning, media relations, celebrity integrations, and corporate partnership initiatives including programming with the New York Football Giants
- Developed and executed communications plans intended to build brand awareness and synergistically drive sales using multi-channel, multi-partner media and influencer campaigns
- Oversaw public relations and social media teams at outside agencies managing an annual budget of \$1.5M, while simultaneously engaging in an RFP process
- Conceptualized social media campaigns and initiatives for the brand's Facebook, X, Pinterest and Instagram platforms generating brand awareness, customer engagement and sales through organic and paid advertising

SENIOR ACCOUNT EXECUTIVE

M Booth Public Relations - New York, NY

April '14 – Oct. '14

- Managed public relations, media event planning and social media efforts for Patrón Tequila, Brugal Rum and Macallan Scotch while partnering with various clients' marketing agencies, collaborating with digital, in-store and advertising groups to produce holistic campaigns and events that reinforce brand equity and deliver on communications objectives

SENIOR ACCOUNT EXECUTIVE

Lippe Taylor Public Relations - New York, NY

July '13 – March '14

- Led daily execution of public relations initiatives for Deutsch Family Wine & Spirits and Nestlé brands including Coffee-mate Natural Bliss and Nescafé Dolce Gusto, while managing two junior team members and serving as main client contact

ACCOUNT EXECUTIVE, JR. ACCOUNT EXECUTIVE, COORDINATOR

Hunter Public Relations - New York, NY

Feb. '10 – July '13

- Developed and implemented strategic public relations campaigns including, media relations, event management and social media strategies for Pompeian Olive Oil, Dannon, Dole Packaged Foods, Kraft Foods and Arby's Food Group Inc.

ACCOUNT COORDINATOR

Bender/Helper Impact - New York, NY

July '09 – Feb. '10

- Coordinated media outreach and compiled media coverage reports for Nickelodeon & Viacom Consumer Products, Fox Licensing and Merchandising, Nickelodeon Home Entertainment, Cartoon Network and Lionsgate Entertainment