

BREANA HANCOCK

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EDUCATION

MARYMOUNT MANHATTAN COLLEGE **New York, NY**
Bachelor of Fine Arts, Majors: Film and Media Production, Theater and New Media **Aug. 2018 - May 2022**
Honor Society: Zeta Nu Chapter of Lambda Pi Eta

EXPERIENCE

JUNIORS DEALS **New York, NY**
Chief Marketing/Creative Officer **2019 - Current**

- Oversee design and content of company's digital presence, managing website, social media (Instagram, Facebook), and promotional ads
- Cultivate brand's visual identity with Canva and Adobe Photoshop to create signs and social media graphics
- Supervise company marketing accounts including Yelp Business and Google Ads
- Build relationships with potential brand ambassadors for appearances and promotional posts

GRIFFIN GEAR, MARYMOUNT MANHATTAN COLLEGE **New York, NY**
Social Media Manager, Sales Associate **2018 - Current**

- Write promotional copy for advertisements and social media content, using exceptional written communication skills to expand customer base
- Utilize Shopify to connect with customers to manage and ship their orders through UPS and USPS systems
- Manage inventory and maintain a professional and organized work environment, exhibiting high level attention to detail to maximize team output
- Make an impact on prospective students and help them pick out apparel that best suits their needs

MAD GOOD FILMS, "Dream Girl" **New York, NY**
Production Assistant **2021**

- Assisted lighting and camera department in bringing and setting up equipment such as C-stands and flags
- Proactively set up craft services for production, serving cast and crew in an organized and efficient manner
- Coordinated logistics for set needs and inventory such as flowers, produce, and other various props

TUBE TOP PRODUCTIONS **New York, NY**
Production Coordinator - Media Management, Intern **2020**

- Maintained correspondence with producers, directors, and management companies
- Researched and capitalized on script opportunities, coordinated with the writers to create a strategy for implementing script proposals
- Communicated with production companies on screenplay status through telephone and email

THE WALT DISNEY WORLD COMPANY **Orlando, FL**
Cast Member, Intern **2019 - 2020**

- Employed a computerized reservation system to make sure restaurant operations ran efficiently
- Delivered daily guest service in Fortune 100 Company to ensure magical guest experiences receiving recognition for exceptional service
- Acted as a leader and trained cast members on Disney's company-wide reservation and inventory systems
- Worked with Disney merchandise team to up-sell Star Wars themed apparel, toys, and other products

CULTURAL ARTS PLAYHOUSE **Syosset, NY**
Tech/Producer/Usher **2016 - 2019**

- Managed daily ticket operations in-person, on the phone, and online through BookTix
- Assessed production value and contacted potential investors for fundraising events; obtained goal of 10 investors which garnered over 5,000 dollars per event
- Operated and trained new hires on the lighting and sound systems as well as safety and cleaning protocols

SKILLS

Microsoft Office (Excel, PowerPoint, Word), Google Suite, Google Drive, ProTools, Canva, iMovie, Adobe Photoshop, Adobe Animate, Adobe Premiere Pro, Social Media (Instagram, TikTok, Facebook), Basic HTML and CSS, Brackets, Shopify, GoDaddy, Ebay, Yelp Business, Mac & Windows Systems, Public Speaking, NY Drivers License, Sewing