

# BRITTANY ELEENNA LUCERO

## Human Resources and Talent Acquisition Specialist

### PERSONAL DATA



NAME	Brittany Elenna Lucero
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BIRTHDATE	27 September 1989
NATIONALITY	American

### SKILLS

RECRUITMENT

TEAM & PROJECT  
MANAGEMENT / TRAINING

COPYWRITING

INTERNAL & EXTERNAL  
COMMUNICATIONS

G-SUITE / MICROSOFT  
OFFICE SUITE

CLIENT SERVICE

CONSTANT CONTACT /  
MAILCHIMP

CRM / SALESFORCE

DISTRIBUTOR RELATIONS

#### TECHNICAL RECRUITER & HR BUSINESS PARTNER | EVERPHONE GMBH, BERLIN, GERMANY

MARCH 2020 - July 2020

Responsible for technical recruitment, employer branding, copywriting, supporting management trainings and other HR projects.

- **Hired senior technical positions** to support Head of Engineer and Lead Engineer with core tech products.
- **Led initial interviews and culture & team fit screens** as well as coordinated the entire interview process with hiring managers, internal teams & CEO and collaborated with external resources.
- **Helped launch the company career page to improve employer brand image** by conducting research, coordinating meetings, planning layouts, and determining and writing meaningful content.
- **Introduced company to women-centric tech organizations in Berlin to diversify the tech team** including WomenWhoGO, RailsGirls, Women Techmakers Berlin, etc, and created measures to expedite the interview process for future female candidates.

## LANGUAGES

NATIVE AMERICAN ENGLISH

BASIC SPANISH

BEGINNER FRENCH

BEGINNER GERMAN

## AWARDS

PRESIDENT, LAMBDA PI ETA,  
HONOR SOCIETY, REINHARDT  
UNIVERSITY (RU) 2012

ACADEMIC RECIPIENT AWARD  
WINNER, COMMUNICATIONS,  
(RU), 2012

HUGH PETERSON SCHOLAR  
AWARD WINNER

MEMBER, LAMBDA PI ETA  
HONOR SOCIETY, (RU) 2011

DEAN'S LIST STUDENT  
(RU) 2008-2012

UGA LEADERSHIP  
CONFERENCE NOMINEE

## MARKETING COORDINATOR + EXECUTIVE ASSISTANT | MATERIALS MARKETING, CHICAGO

MARCH 2018 – July 2019

Integral part of planning and development team to launch rebrand campaign for 53-year old showroom model into architectural and design communities. Maximize market outreach through social media to include association integration, event planning, and execution to build branding opportunities.

- **Supported rebranding campaign, reintegration into the market, and improved brand image** by implementing creative and engaging content and increasing social media channel engagement by 240%. Planned and executed local marketing efforts, including industry events in order to successfully establish key relationships among industry partners and gaining affiliated association presence.
- **Implemented defined order and process management procedures** by creating efficiencies across operational channels, improving communications, streamlining processes, and reducing timelines and errors between logistics, purchasing, and IT departments.
- **Successfully led a training program for new team associates on both brand and complex databases** by developing an onboarding program which included brand story, structuring and maintaining the showroom visual SOP.

## EXTERNAL COMMUNICATIONS LIAISON | KOVAL INC, CHICAGO

JUNE 2017 - NOVEMBER 2017

Responsible for developing relationships with strategic partners, media, and distributors, importers, and brokers worldwide, gaining market share, and managing brand teams to increase distribution and sales across global markets and establish brand equity for one of the largest craft distilleries in America.

- **Led whiskey training programs** for industry professionals, consumers, and for new employees' onboarding process to educate about the brand, history of spirits, the science of distilling, and the aging process.
- **Drove brand alignment** among partners across all levels of organization and functions, from front-line teammates to senior management by determining and fostering effective and collaborative relationships with specialty, high-end brand partners, and liaising between marketing team to create appropriate content for digital cross promotion in order to maximize consumer reach.
- **Developed global market strategy** alongside CEO/President by coordinating with internal teams to meet goals. Used competitive analytics to evaluate the impact of said market strategy to create a unified voice for a global brand and strengthen growth and by

## HOBBIES

TRAVELING

CREATIVE WRITING

VISITING DISTILLERIES

HORROR FILMS

understanding and delivering marketing needs through online and offline support including editing press releases, serving as the main point of contact for international media relations, and representing the brand at industry events and meetings.

- **Increased sales globally** by gaining market share in 10+ states, maintaining a presence in over 20 existing states, and increasing distribution to 15+ countries through distributor relations by developing an online international content-driven newsletter, introducing new products, and **recruiting, training, and managing 15+ global brand ambassadors.**
- **Headed Product Management** by utilizing CRM and reporting systems for product analysis from the genesis of a product to its retirement.

### MARKETING DIRECTOR AND EVENTS | KOVAL INC, CHICAGO

MARCH 2015 - MAY 2017

- **Expanded brand presence by working alongside creative teams to produce and edit video productions, social media content, press releases, and advertisements** in order to ensure brand alignment across multiple channels.
- **Established brand reputation** by introducing and maintaining contact with key suppliers, advertising partners, and marketing departments to **create creative and brand consistent content.**
- **Planned and organized strategic partnerships among national brands/organizations** by hosting industry tours and meetings with leading key partners and executives, presenting on President's/CEO's behalf, and negotiating cross-promotional opportunities.
- **Increased brand promotion and market development regionally** by fostering market relationships in Chicago and growing brand awareness in untapped markets through event organization, i. e. facilitating support for charitable organizations, and increasing team participation by fully planning, negotiating, and executing national event participation in stores, for industry & consumer trade shows, strategic brand partnership events, and updating and maintaining the event calendar on the company website.

### MEDIA RELATIONS SPECIALIST | GREEN EARTH TRAVEL, WASHINGTON, DC

MAY 2012 - PRESENT

Freelance writer focused on increasing client interaction through editing and producing content for an eco-friendly, vegan, woman-owned travel agency that specializes in a la carte travel experiences:

- **Increases online consumer engagement by 25%** through digital email blasts, website blogs, and monthly travel newsletters via Constant Contact.
- **Contributes collaborative content** for social media posts via Facebook and Instagram.
- **Creates and edit online press and news releases.**

**INTEGRATED MARKETING SPECIALIST | VISUAL MERCHANDISING & STORE DESIGN MAGAZINE, ATLANTA**

SEPTEMBER 2013 - JULY 2014

Developed and fully oversaw a lucrative small business spread in one of the largest, leading retail design magazines in the United States by developing a modern aesthetic layout alongside graphic designer, and executing B2B long term commitments.

- **Increased inside-sales revenue by over \$75,000 within 3 months** and excelled in establishing long-term, loyal customer base by developing new magazine spread format, creating multiple advertiser proposals, and maintaining accounts throughout the year by consultative selling skills to identify opportunities, overcome objections, build relationships and turn cold canvassing into sales via Salesforce.
- **Grew small business customer base** by creating a strategic promotional offer by understanding and aligning with small business needs in order to increase revenue in an untapped market.
- **Conceptualized and positioned advertisements** by working collaboratively with the Art Director.

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**EDUCATION**

**Bachelor of Arts, Public Relations and Advertising, Fine Art Minor**

*Reinhardt University, 2012*

*Graduated Magna Cum Laude*

*Woodstock High School, 2008*

*Graduated with Honors, Marketing Student of the Year*

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**PROFESSIONAL NETWORKS**

**ACA-** AMERICAN COMMUNICATION ASSOCIATION

**PROFESSIONAL REFERENCES AVAILABLE ON REQUEST**