

Brikitta Hairston

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Objective

- University of Iowa Alumnus with extensive communication, writing, and public relations experience. With thorough knowledge of copy writing, copy editing, and entrepreneurial spirit, I am able to contribute to any departments and am eager to work in a collaborative environment.

Education

ASSOCIATES | MAY 2017 | TEXAS TECH UNIVERSITY

- Major: Business Administration
- Related coursework: Developed business ethics, strategic planning, and communications skills.

BACHELORS | MAY 2019 | UNIVERSITY OF IOWA

- Major: English
- Minor: Creative Writing
- Related coursework: Editing, research, and publishing classes developed managerial and universal skills for public relations, human resources, editorial, and creativity-based careers.

Skills & Abilities

PUBLICITY

- With four years as a self-starter with entrepreneurial spirit, I have experience running social media campaigns, exposing authors and writers to sponsorships, subscription boxes, and publisher's promotional campaigns to further their careers.

WRITING AND EDITING

- I have six years of writing experience in the fiction and genre marketplace, as well as three years of editorial experience through preparing manuscripts for publication.

MARKETING

- I run an email segmentation campaign for my author newsletter and spent three years managing social media campaigns for myself and other authors, all who have become best sellers and received starred reviews.

COMMUNICATION

- Strong developmental and strategic communications skills, curated by my work as an online business owner, writer, and publisher.

LEADERSHIP

- Since being an Air Force ROTC commander in high school, Drum Major, and business owner, I have worked to develop my skills as a leader and integral part of team environments from a young age.

Experience

SENIOR INTERN | CREATIVE MEDIA AGENCY | AUGUST 2018 – APRIL 2019

- Organized to the publicity team to seek promotional opportunities for clients,
- Evaluated query letters and samples from potential authors to segment new clients.
- Curated editorial letters, publicity pitches, and marketing plans for current clients.

OWNER | BRI STONE PUBLISHING LLC | FEBRUARY 2014 - PRESENT

- Wrote six novels and published them in the electronic book marketplace and select print distribution.
- Built social media campaigns, marketing segmentation, and publicity packets to expand my brand.
- Managed advertising budgets and online campaigns to drive sales, resulting in five best-selling titles.

CURRICULUM DEVELOPER | IDEA LAB | MAY 2017-JULY 2019

- Developed lower grade to middle grade curriculum.
- Contributed to developmental meetings with the Corporate Board.
- Managed and developed new enrichment camps, summer lesson plans, and birthday camps.

HEAD SERVER | IOWA CHOP HOUSE | JULY 2018-APRIL 2019

- Served customers by providing food and beverage selections at Food Network's Best Steakhouse in Iowa.
- Assisted an enjoyable dining experience and contributed to healthy work environment with managerial duties.
- Worked in a fast paced, unpredictable environment while always meeting customer wants and needs.

DIRECTOR OF SOCIAL MEDIA AND MARKETING | AUGUST 2016-MAY 2017

- Two semester resident program focused on developing leadership and employment skills for West Village residents.
- Strengthened communication, teamwork, interpersonal, and presentation abilities with the council.
- Organized panel meetings, managed public relations for the complex, and developed social media campaigns.

Clubs and Activities

MEMBER | The Undergraduate English Society

CHAIR | Dean's Student Advisory Council of University of Iowa

References

Miriam Thaggert | Associate Professor and Author | miriam-thaggert@uiowa.edu

Hannah Slowey | Critique Manager | Hannah-slowey@uiowa.edu