

# BRIANNE ANGELL

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## WORK EXPERIENCE

### SOCIAL MEDIA SPECIALIST

#### National Radio Astronomy Observatory

📅 Aug 2022 – Present 📍 Remote

- Research, plan, and curate social media content for a variety of science-attentive public audiences. Develops and maintains a collaborative social media editorial calendar.
- Monitor and analyze social media channels; produce quarterly reporting on social media KPIs.
- Boosted engagement rate by an average 68% and impressions by an average 53% in first three months.

### SOCIAL MEDIA MANAGER

#### Gra Photography

📅 May 2022 – Present 📍 Akron, OH

- Manage the company's social media accounts: Facebook Page, Facebook Group, Instagram, and TikTok.
- Produce an average of 4-6 Instagram Reels/TikToks a week including several that have gone viral (30K+ views)
- Additional marketing duties including: website updates, writing blog posts, and email newsletters.

### FREELANCE CONTENT WRITER

#### Reverbal Communications

📅 April 2022 – Present 📍 Remote

- Craft social media copy and blog posts for Reverbal's clients, including research, writing, and editing.
- Clients: Mike Bare for WI State Assembly; Syed Abbas for WI State Assembly; Northern Oasis Spirits; Starion Bank.

### SOCIAL MEDIA SPECIALIST

#### The University of Akron

📅 Dec 2019 – Dec 2021 📍 Akron, OH

- Managed the University's flagship social media accounts including content creation, crisis communication, and tracking data. Grew social media followers by more than 16,000 over 2 years.
- Oversaw a team of departmental social media admins across campus; advised on content strategy and provided training sessions.
- Led a team of student assistants and launched a social media student ambassador program.

### PUBLIC RELATIONS ASSISTANT

#### Medina County Board of DD

📅 Aug 2016 – Nov 2019 📍 Medina, OH

- Managed social media efforts including scheduling posts, engaging with audience, and tracking data. Maintained an average of 7.5% engagement rate and grew social media followers by 125% over 3 years.
- Additional marketing duties: brochures, email newsletters, event planning, and photography/video.

## QUALIFICATIONS

Social Media Strategy • Social Media Management  
Content Creation • Video Editing • Photography  
Graphic Design • Event Planning  
Email Marketing • Proofreading

## TECHNICAL SKILLS

Hootsuite • Planoly • AgoraPulse • Canva  
Adobe Creative Suite • Constant Contact • Survey  
Monkey • WordPress • Google Analytics

## EDUCATION

**Bachelor of Arts, Public Relations** (The University of Akron)  
Graduated 2015, Summa Cum Laude

## CERTIFICATIONS

**Social Media Marketing Certificate** (Hootsuite) Issued 2015

**Inbound Marketing Certification** (HubSpot) Issued 2019