



Brielle Patterson

STRATEGIC MARKETER & BRAND BUILDER

OBJECTIVE

I am looking for a marketing position where I can bring my startup knowledge, eye for detail, and design background to a company that is eager to continue its growth and have a positive output. I have a passion to push brands beyond good enough to greatness.

EXPERIENCE

EMERGE

Director of Brand Marketing
January 2018 - Present

Developed the brand and established strategies to drive revenue and continued interest from customers, investors and partners.

- Assembled and leads a team to support communication and positioning strategies through content marketing, paid and organic search, public relations, sales enablement and more
- Manages budget, marketing plans and content calendars
- Conducts weekly leadership/c-suite results meetings
- Leads ABM efforts
- Website design and management
- Leads tradeshow positioning and collateral design
- In-house photographer

MESSAGE ENVY - CORPORATE

Social Media Marketing Specialist
November 2016 - January 2018


- Managed 1200+ Franchise Social Pages
- Reputation Management for Social, Yelp, and Google
- Graphic Design
- Behind the Scenes Photographer

GLOBALTRANZ

Marketing Production
May 2014 - November 2016

- Production Design
- Social Media Management
- Cross-Departmental Communication
- Partnership Communication
- Email Campaigns

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SKILLS

- Brand Development/ Standards
- Art Direction
- Customer Journey Mapping
- ABM
- Content Development
- SEO
- Email Nurturing
- Customer Retention
- Social Media Engagement

PROGRAMS

- Adobe Creative Suite
- Salesforce
- Hubspot
- RollWorks
- Meltwater
- Falcon.io
- Wordpress
- Asana

EDUCATION

Bachelor of Science in Communications - 2014
Arizona State University

Associate of Digital Arts/Graphic Design - 2012
Mesa Community College