

Breajna Dawkins

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SUMMARY

An accomplished social media manager with over 10 years of experience **spearheading strategic social media and integrated marketing communication campaigns**, I have the proven ability to lead social-first content development, establish playbook metrics, and innovate for diverse brands. **I am adept at using data and research to create effective strategies, manage relationships, and to oversee project execution.** I am seeking to leverage my mastery of social platforms and leadership skills to drive brand client's growth and engagement.

CORE COMPETENCIES

- **Social Media Strategy & Management:** Analytics, Organic Social, Community Engagement, Platform Optimization
- **Content Creation & Marketing:** Storytelling, Editorial Planning, Video Production, Graphic Design, SEO Best Practices
- **Digital Marketing:** Integrated Campaigns, Brand Development, Market Research
- **Strategic Communications:** Public Relations, Crisis Management, Stakeholder Engagement, Messaging
- **Project & Team Leadership:** Cross-functional Collaboration, Budget Oversight
- **Analytics & Reporting:** Data Analysis, Social Listening, Campaign Optimization, ROI Measurement

EDUCATION

Northwestern University – Evanston, IL

- **Master of Science in Integrated Marketing Communications** – December 2021
 - Selected to represent Medill as exchange student in Sciences Po Luxury Marketing and Branding Master's program in Paris, France
- **Bachelor of Science in Journalism** – June 2012

EXPERIENCE

Northwestern University: School of Communication – Evanston, IL

Communications Specialist | June 2022 – Present

- **Led innovative social media campaigns across seven social platforms, overseeing both the campaign strategy and activation. Drove over 100% follower growth on Instagram** and significantly boosted engagement across platforms by performing continual performance analysis and data driven content creation.
- **Provided the SoC's internal departments with strategic social marketing playbooks**, communicating effective marketing strategies, patterns, and trends to improve their own brand awareness and visibility.
- **Produced high-quality multimedia marketing content** (videos, graphics, and physical deliverables) **for 10+ school-sponsored events** and executed **in-person activations** enhancing brand visibility and engagement.
- **Authored 20+ news articles, newsletters, and editorials** for *Dialogue* alumni magazine and the SoC website, strengthening the School's brand visibility and media presence internally and externally.

Popeyes Louisiana Kitchen, Incorporated – Virtual (Miami, FL)

Graduate Marketing Consultant | June 2021 – September 2021

- **Conducted a social listening campaign analyzing cultural trends and audience behavior** to identify consumer engagement insights and brand visibility and reputation tactics.
- **Led competitor product and social media marketing analysis for a new product launch**, incorporating franchisee interviews and market research.
- **Developed and presented a social-first comprehensive integrated marketing campaign brief to the Popeyes CMO** and marketing team, leveraging internal data analysis, qualitative market research, and social listening insights.

University of Texas at Dallas: Jonsson Career Services – Richardson, TX

Corporate Employer Relations Coordinator | January 2018 – September 2020

- Developed and implemented a digital corporate communications program that converted 90% of newly acquired company contacts to University partners.
- Cultivated and maintained strong client relationships with top engineering and tech industry stakeholders, doubling corporate attendance at Career Fairs and generating \$12K-20K in program revenue per semester.
- Designed and implemented a student data analysis system to track student engagement, then leveraged social listening and event feedback to achieve a 40% increase in event attendance.
- Demonstrated leadership by initiating and managing a full department rebrand- redefining objectives, goals, program implementation process, and developing internal and external stakeholder deliverables.
- Orchestrated and hosted 90+ events annually, including exclusive University partnerships with top tech firms attracting up to 1,100 student attendees.

University of Texas at Dallas: University Career Center – Richardson, TX

Corporate Employer Relations Assistant | August 2014 – December 2017

- Supported planning and day-of coordination of 11 UT Dallas University-wide Career Expos (each generating up to \$20,000 in revenue) and 120+ programs.

K Strategies Group – Dallas, TX

Public Involvement and Public Relations Assistant | July 2012 – November 2012

- Owned public involvement campaign executing 12 public and client facing stakeholder meetings with Southwest Airlines, City of Dallas, and Love Field Airport collecting data from over 500+ area home and business owners for airport rebuild.

SKILLS

- **Social Media Platforms:** Instagram, X (Twitter), Facebook, LinkedIn, Threads, TikTok, BlueSky, YouTube, Reddit, Tumblr
- **Content Management Systems:** WordPress, Cascade
- **Design & Analytics Tools:** Canva, Adobe Photoshop, Google Analytics
- **Office Suite:** Microsoft Office Suite (Word, PowerPoint, Excel, Outlook)