

Deanndra Brown

Email: deanndrab@gmail.com

Education

Bachelors of Science in Integrated Marketing Communications
Winthrop University

May 2020

Professional Experience

Office Assistant/ M

May 2020 – Present

Dawn Johnson State Farm

- Develop and implement the agency's marketing and communications strategy in accordance with State Farm's guidelines
- Oversee the marketing budget including the purchase of branded items, sponsorships, and etc.
- Screen ad communicate opportunities to the agency owner, prioritizing communications as needed
- Filter incoming calls and other communications to the appropriate team member
- Manage customer files such as updating paperwork and other documents
- Maintain the office dynamics and provide recommendations to improve administrative processes

Marketing Communications Intern

January 2020 – May 2020

American Red Cross – Greater Carolinas Region

- Provide assistance with, and support to, the Regional Communications Department in all areas of public relations relating to the Red Cross
- Assist with media-related events including onsite disaster response and shelters; fundraising events; chapter and regional events; health and human safety classes and trainings; service to armed forces
- Crafted organizational communications including press releases, videos, photos and updated the media distribution list
- Enhanced public relations via various social media platforms such as Facebook, Twitter, Flickr, YouTube, organizational blog, and chapter websites
- Tracked and reported on analytics for the platforms mentioned above

Other Experience & Special Assignments

Social Media Coordinator – TedX Crawford Road – Independently Organized TED Event

May 2021 - Present

Co-Director of Social Media - Black Greek Festival

May 2020 – Ongoing

Social Media Manager - Ascend Solutions, LLC

January 2020 – Ongoing

Customer Service Lead – Food Lion

August 2018 – May 2020

Founder – Good JuJu Only: Empowerment Platform

November 2017 - Ongoing

Community Service & Volunteer Experience

Board Secretary – The Black Economic Leadership League

Chapter President & Vice Chair - Alpha Kappa Psi Professional Business Fraternity, Inc.

Student Leader - MLK Day of Service

Conference Speaker - Leadership Institute for First Timers