

Brenna Krawcheck

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RELATED EXPERIENCE

Rutgers University Student Accounting, Billing, and Cashier Services - Public Relations Specialist I Feb. 2022-Present

- Develops and executed marketing strategies and campaigns for internal and external shareholders through various mediums including emails, social media, newsletters, and in-person events.
- Coordinates with campus partners and departments to create and manage content for the [Student ABC website](#).
- Compiles and designed data for monthly and weekly newsletters and [annual financial reports](#).
- Develops and documented process improvements for the department.

Rutgers University School of Communication and Information - Social Media Intern Sept. 2021-Feb.2022

- Created and posted content for SC&I social media channels (Twitter, Facebook, LinkedIn, Instagram and TikTok).
- Used Hootsuite to manage communications across all SC&I social media accounts.
- Created weekly Social Media Analytics Reports to analyze performance and engagement.

ICON plc/PRA Health Sciences - Corporate Communications Intern Jun. 2021-Aug. 2021

- Lead measurement and evaluation using Cision and analytics tools to present Quarterly Marketing Report.
- Developed social media content for PRA's Twitter and Instagram accounts.
- Analyzed and developed strategies to grow PRA's Instagram account.
- Evaluated media target lists and developed pitches.

Rutgers University School of Communication and Information - News Writing Intern Jan. 2021-May 2021

- Wrote and researched articles on awards, research, publications, and events for the SC&I website.
- Interviewed faculty, staff, students, and alumni to create articles highlighting their achievements.
- Created social media posts using Tik Tok, Twitter, Facebook, Instagram, and Hootsuite.

Rutgers University School of Communication and Information - Instructional Assistant Jan. 2020-Dec. 2020

- Supported undergraduate communications students by tutoring and holding office hours.
- Graded and reviewed assignments including drafts, research papers, and exams in a timely manner.
- Provided support to the instructor through monitoring class sessions and proctoring exams (in-person and virtual).

DeVries Global, Interpublic Group - Public Relations Intern Mar. 2019 - May 2019

- Actively monitored and tracked media coverage for Coty brands using Cision
- Created mock-ups for major placements in media to highlight the mainstream reach of our products
- Extracted information from multiple influencers' social media channels to create factsheets and spreadsheets to share with our clients
- Managed all client inventory by tracking and coordinating shipments to and from the warehouse.

Ana Martins Communications - Public Relations Intern Mar. 2018 - July 2018

- Wrote long- and short-form editorials for luxury jewelry clients such as Longines, Roberto Coin, and Bovet to be published online and in luxury hotel books.
- Engaged with influencers, journalists, and brands in the luxury jewelry community on Instagram to increase traffic to our pages.
- Drafted lifestyle content posts for a jewelry company's blog to engage with their audience.

EDUCATION

Rutgers University, New Brunswick, NJ

Master of Communication and Media, Specialization in Public Relations

GPA: 3.95

Jan. 2020-Dec. 2021

St. John's University, Queens, NY

Bachelor of Science, Journalism, with minors in Sport Management and French

GPA: 3.84

Sept. 2014-May 2018