**Brenda S. Breadwinner**

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**COMMUNICATIONS SPECIALIST**

Self-motivated professional who energizes teams and organizations to achieve positive strategic planning goals using effective interpersonal and intrapersonal communication, project management skills, leadership abilities, and social media platform outreach strategies. Strengthens client relationships through blogging, YouTube, special event promotions, and engagement on Snapchat, Facebook (Live), Twitter, and Instagram (Live).

**SKILLS AND TECHNICAL PROFICIENCIES**

• Microsoft Office and Publisher

• Emma marketing program

• Final Cut Pro video editing

• Basic HTML skills

• AP writing style

• Public Speaking

• Press Releases

• Event Planning

• Photoshop

**EDUCATION**

**Kentucky State University** Frankfort, KY

*Bachelor of Arts in Mass Communications and Journalism* Dec. 2020

Concentration: Public Relations GPA: 3.6/4.0

**Whitney J. Young Scholar**

* Assisted the Student Government Association with a Clothing Closet event in March 2019 that raised over $5,000 (December 2019)

*Kentucky Honors Roundtable*

* Presented a display titled “How the Event Planning Industry Operates through Effective Communications” at the 2019 Southern Regional Honors Council’s Annual Conference in Louisville, KY. (October 2019)

**INTERNSHIP EXPERIENCE**

**Kentucky Blood Center** Lexington, KY

*Special Events Intern*August 2019 – April 2020

* Organized and facilitated 11 silent auctions and raised over $10,000 in donations
* Assisted Kentucky Blood Center employees with six summer community events
* Recruited 20 vendors to participate in various center events and fundraisers
* Provided logistics for events that included: parking, loading/unloading and volunteer coordination
* **Frankfort Chamber of Commerce** Frankfort, KY
* *Summer Internship Program Assistant* May 2016 – May 2017
* Supported Frankfort Chamber of Commerce employees with logistical aspects for the summer internship program
* Filmed and edited a 15-minute video and created a social media campaign to meet the promotional needs of the Kentucky Chamber’s Workforce Center

**WORK EXPERIENCE**

**Communications Department, Kentucky State University** Frankfort, KY

*Communications Intern*May 2019 - Present

* Manage and create content for all social media accounts: including Facebook, Twitter and YouTube
  + 80% increase in Twitter followers and 50% increase in Facebook likes
* Designed a Communications Department Internship Training Manual using Abode Photoshop
* Collaborate with the Business School Department Chair to develop an effective social media marketing campaign

Compose and analyze monthly newsletters using the Emma marketing platform

**AWARDS/PROFESSIONAL AFFILIATIONS**

* KSU Bred Leader August 2017-Present
* Dean’s List December 2016-Present
* Provost Scholarship August 2015-Present
* National Society of Leadership and Success December 2016-Present
* KSU Brain Tumor Awareness Subcommittee February 2015-May 2015