

Micayla Brewster

650-213-6708
micaylanicolebrewster@gmail.com

micaylabrewster.com
@micaylabrewster

me in a tweet

Enthusiast of digital marketing, pop culture & NBC's The Office.
Passionate about the strategy & innovation behind campaigns.
Relentlessly driven.

work experience

Marathon Digital
New York, NY
Aug 2017 - Present

Social Media Account Manager

Clients: Hamilton, Hometown, Be More Chill, & more.

- Created & executed macro social media strategy documents that outlined social content based on the goals of the client.
- Brainstormed innovative social media campaigns & developed content that stood out in a crowded social media space.
- Coordinated internal & external logistics for video/photo shoots & communicated the deliverables expected by the client.
- Wrote creative briefs & worked with the design team on revisions to deliver assets in time for client approval & posting deadlines.
- Delegated tasks to Account Coordinators & managed the prioritization of projects to ensure content was approved & posted on time.
- Presented statistics & updates in meetings.
- Developed internal procedures, as our team & client list grew. (Ex. Client On-boarding, Community Management, etc.)

Paramount
Pictures
Hollywood, CA
Feb 2017 - May 2017

Intern, In-Theatre Marketing

- Brainstormed & pitched marketing campaigns and stunts for upcoming movies.
- Monitored marketing trends within the movie industry.
- Tracked social coverage of upcoming movies.
- Wrote copy in movie-branded voices.
- Designed social cards, web banners, and invitations for fan giveaways.

skilled in

- Project Management
- Client Relations + Team Leadership
- Planning & Organization
- Press Releases & Media Kits
- Copywriting in different tones/voices
- Adobe Photoshop, InDesign, Premiere Pro, Audition, & Illustrator
- Sprout Social, Hootsuite & MailChimp
- Instagram Stories, Snapchat & Livestreaming on social platforms
- Capturing Video on a Cannon 80D
- Squarespace, Wordpress & Wix
- Spanish

education

Azusa Pacific University
B.A. in Media Communication
Minor in Public Relations
Sept. 2013 - May 2017
Study Abroad in Seville, Spain
Spring 2015

side hustles

Campaign Manager

Bonnie Gray, Author

- Designed and implemented a launch campaign for her new book, Whispers of Rest.
- Created and managed an ambassador program to use grassroots marketing strategies.
- Wrote captions and emails, designed graphics and edited videos & podcasts.

Skimm'bassador

theSkimm

- Succeeded in bringing in 500 email newsletter subscribers and 200 app downloads on the day of the launch.
- Won 2nd place in the School of Skimm competition and Skimm Ahead Launch competition.

Digital Marketer

Mosaic Global Transportation

- Managed all social media profiles.
- Sent out monthly newsletters and updated the blog.
- Designed graphics, printed postcards and posters.

Account Director

Azusa Pacific University, PR Class

- Managed 4 teams in creating a comprehensive public relations strategy for a client.
- Facilitated brainstorming, delegated tasks, upheld deadlines, communicated with the client and created a PDF on InDesign of all recommendations.