

Micayla Brewster

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www.micaylabrewster.com

me in a tweet

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

work experience

Paramount

Pictures
Hollywood, CA
Feb 2017 - Present

Intern, In-Theatre Marketing

- Brainstormed & pitched marketing campaigns and stunts for upcoming movies.
- Designed graphics, wrote copy and monitored marketing trends in the movie industry.

University

Bookstore &
Dining Services
Azusa Pacific University
Feb 2016 - Present

Social Media Marketing Intern

- Brainstormed, pitched, planned & executed several marketing campaigns for Azusa Pacific University's Bookstore & Dining Services social media accounts.
- Designed graphics & edited short-form videos.
- Helped to develop & execute the relaunch of the Dining Services Instagram, increasing followers by 300% in one semester.

Marathon Live

Entertainment
New York, NY
May 2016 - Aug. 2016

Digital Marketing Intern

- Brainstormed, developed mock designs & created content for social media campaigns.
- Learned & wrote copy in branded voices.
- Interacted & engaged with fans online.
- Created original gifs for Hamilton on Tumblr.
- Sourced content for a variety of clients.
- Operated Hamilton's Snapchat during #Ham4Ham & the 2016 Tonys After Party.
- Designed graphics on Photoshop.
- Advised cast members on how to leverage their personal brand on social media.
- Introduced & facilitated the mutually beneficial partnership between two companies.

skilled in

- Adobe Photoshop, InDesign, Premiere Pro, Audition, & Illustrator
- Sprout Social, Hootsuite & MailChimp
- Facebook Live & Instagram Stories
- Squarespace, Wordpress & Wix
- Press Releases & Media Kits
- Team Leadership & Interpersonal Communication
- Planning, Scheduling & Organization
- Copywriting
- Microsoft Office & Google Drive
- 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

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.

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.