

Micayla Brewster

650-213-6708
micaylanicolebrewster@gmail.com

www.micaylabrewster.com
@micaylabrewster

me in a tweet

Enthusiast of fandom marketing, The Office, & enabling people's wildest dreams. Passionate about the strategy & innovation behind campaigns. Relentlessly driven.

work experience

Self-Employed

Social Media Manager

Worldwide
May 2020 - Present

Select Clients (Past + Present): Broadway Podcast Network, Lauren Patten, BAMPFA, ATPAM, Lizard Boy, AASC, Broadway Advocacy Coalition + more.

- Developed strategy & branding documents that cohesively organized digital marketing plans across departments.
- Outlined campaigns, designed dynamic graphic & video content, and wrote copy for ongoing social media management.
- Coordinated Instagram Lives & promotional blitzes with influencers.
- Led the re-design of 5 websites, with my involvement ranging from project management to the actual creation of the website.
- Created & managed grassroots marketing efforts ranging from ambassador programs to share-centric social campaigns.
- Wrote blogs, coordinated email marketing campaigns, & designed print marketing materials.
- Line produced a video based on producers' goals, including ideation, pitching, budgeting, & planning of a multi-city video shoot.

Marathon Digital

Social Media Account Manager

New York, NY
Aug 2017 - May 2020

Clients: HAMILTON & HamApp, Freestyle Love Supreme, Hadestown, Be More Chill + more.

- Created & executed innovative social media content marketing strategies that focused on increasing fan engagement & gaining audience loyalty while standing out in a crowded digital landscape.
- Juggled the coordination of simultaneous video/photo shoots, including internal & external logistics & deliverable communication.
- Wrote creative briefs & collaborated with design team on revisions to deliver assets in time for client approval & posting deadlines.
- Delegated tasks to Account Coordinators & managed project priorities to ensure content was approved & posted on time.
- Designed weekly update decks and presented statistics, sentiment recaps, & new projects in meetings.
- Developed internal procedures as our team & client list grew. (Client On-boarding, Community Management, etc.)

education

Azusa Pacific University

B.A. in Media Communication

Minor in Public Relations

Sept. 2013 - May 2017

Study Abroad in Seville, Spain

Spring 2015

internships

Paramount Pictures

Feb - May 2017

Hollywood, CA

- Brainstormed & pitched eye-catching marketing campaigns and viral stunts for upcoming movies.
- Used organizational & communication skills to stay ahead of deadlines in a fast-paced department.
- Monitored data on marketing trends within the movie industry & reported statistics to my team.
- Handled confidential information about the studio's releases.
- Wrote copy in movie-branded voices.
- Paid attention to details while designing & reviewing social graphics, web banners, & invitations for fan giveaways.

theSkimm

May - July 2016

New York, NY

- Used customer support skills to respond to a high volume of emails.
- Quickly solved problems that arose with efficiency & timeliness.
- Presented on my extensive experience and success in sharing theSkimm with over 750 people.
- Completed a capstone project that provided theSkimm with an idea & a finalized product that could be used to further their growth in the future.