

C O R I N N A B R E N E M A N

EDUCATION

- 2018** Bachelor of Science, Cum Laude, in Business Administration, concentration in Marketing Minor in Graphic Design and Multimedia Arts, Associates Degree in Equine Studies
- Centenary University**, Hackettstown, NJ
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EXPERIENCE

- 2023 - Present** **Freelance Social Media Manager** | Balanced Pilates Center
- Contracted with local small business owner to improve social media presence, create new marketing collateral, and revamp website
 - Coordinated strategic social media content for Twitter, Facebook, and Instagram as well as other relevant media sites to enhance clientele reputation and increase visibility
 - Increased site sessions by 31% and bookings by 26% YOY
- 2021 - 2023** **Office Manager** | Arboreta Homes, Inc
- Responsible for managing the back-end of a small real estate portfolio
 - Tasked with schedule coordination, vendor management, book-keeping, and system creation
- 2019** **Marketing + Events Coordinator** | Greater Kirkland Chamber of Commerce
- Coordinated email marketing and social media campaigns for a list of over 1,500 people
 - Planned, organized, and ran 25+ events
 - Created marketing collateral to promote local events such as farmers markets, festivals, and wine walks
- 2019** **Community Relations Intern** | Overlake Christian Church
- Ran point for 9 events over the course of the internship, including preparing and organizing all supplies, managing vendors, and coordination of the marketing campaign around the event
 - Managed a congregational database with over 10,000 members
- 2018** **Social Media Coordinator and Sales Manager** | Olson's Tack Shop
- Managed social media strategy for the store and drove an increase in sales over the season
 - Responsible for the maintenance of lead client accounts and a small team of other sales associates
 - Cataloged, sorted, and distributed all inbound and outbound inventory within the store
- 2016-2017** **Public Relations Intern** | Claire McKinneyPR
- Acted as assistant publicist for over a dozen clients
 - Responsible for creating press releases, marketing content, and managing book sales
 - Performed numerous admin tasks such as scheduling, email management, phone outreach, research, and event planning and coordination