



BM

BREANNA MATTHEWS

DIGITAL + SOCIAL + PROGRAMMATIC MARKETING

CONTACT

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EDUCATION

UNIVERSITY OF MISSOURI

BUSINESS ADMINISTRATION

Emphasis: Marketing
Entrepreneurship Minor
Marketing Analytics Certificate
Graduation: May 2021

CZECH UNIVERSITY OF LIFE SCIENCES

PRAGUE, CZECH REPUBLIC

Trulaske College of Business
Study Abroad Program | Summer 2019

TOOLS + SKILLS

Programs:

Adobe Lightroom, Adobe Photoshop, Final Cut Pro X, Office 365, Google Suite, Google Analytics, Tableau, Campaign Manager 360, and Google Tag Manager

Paid Social:

Facebook, Instagram, LinkedIn, and TikTok

Skills:

Project Management, Paid Media and Social Strategy, Ad Operations, and Programmatic Media Buying

PROFESSIONAL EXPERIENCE

MEDIA MANAGER | SEP 2022 – PRESENT

MMGY GLOBAL - OVERLAND PARK, KS

- Responsible for owning media budget, placement, and delivery
- Ongoing analysis and optimization of media placements to drive results exceeding KPIs
- Support planning team on client presentations and assist with ongoing client deliverables

ASSOCIATE MEDIA MANAGER | MAR 2022 – SEP 2022

- Assisted the Media Planner on RFP development, distribution, and negotiation
- Helped AdOps with all tracking and testing to ensure a seamless launch
- Supported vendor relationship management, own vendor negotiation, and confirmation of media placements

MEDIA ADOPS COORDINATOR | JUNE 2021 – MAR 2022

- Ensured on-time and seamless launch of every campaign including all tracking parameters in place and tested
- Collected and verified all digital assets and specs for campaign execution
- Assisted in paid social ad creation in business manager

CREATIVE LEAD | AUG 2018 – MAY 2021

RELEVANT YOUTH MARKETING AGENCY - COLUMBIA, MO

- Led marketing strategies and objectives to promote the growth of clients
- Used extensive knowledge of photography and videography to create content
- Maintained social media presence for the client on Instagram and Facebook

CUSTOMER SUPPORT REPRESENTATIVE | APR 2020 – JAN 2021

CHOWNOW - KANSAS CITY, MO/REMOTE

- Handled customer inquiries via Salesforce, Ring DNA, and UJET
- Processed 1,000 tickets per month and maintained high-quality scores
- Helped restaurants with customer service issues via phone, email, or online chat

RESEARCH INTERN | AUG 2020 – DEC 2020

MIZZOU INTERNATIONAL TRADE CENTER - COLUMBIA, MO

- Extraction, analysis, and summation of data from secondary data sources
- Global market research to provide insight into aerospace industry activity
- Cumulation in a final report and presentation to the client regarding findings

MARKETING AND EVENTS INTERN | DEC 2019 – APR 2020

EMINTS - COLUMBIA, MO

- Collaborated with the team to ensure the client's requirements are met
- Assisted the team with social media planning and strategy for the event
- Curated graphics and social media content to promote event awareness