

# Meredith Breda

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## PROFESSIONAL EXPERIENCE

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### **Trousseaux | Cincinnati, OH**

**October 2020 - Current**

*Co-Owner of Online Boutique*

- Co-owner of online jewelry, clothing and accessories boutique
- Manage all buying, selling, marketing and cost management for the boutique
- Took over the boutique from previous owner and moved brick and mortar store online during COVID era

### **Brooksource | Cincinnati, OH**

**September 2020 - Current**

*Technical Recruiter*

- Connect top IT talent to large Cincinnati clients such as Kroger, Fifth Third Bank and Anthem
- Create touchpoints with clients through cold calling and strategic messaging
- Act as a career coach to mid-senior IT professionals navigating the job market
- Helped account executives find new sales connections through lead generation

### **Ace Hardware Corporation | Oak Brook, IL**

**May - August 2019**

*Corporate Communications Intern*

- Worked closely with merchandising representatives and corporate business partners to facilitate the writing and editing process for the Ace Fall Convention Guide
- Honed my interviewing skills through the creation of “Helpful Champion” employee profiles to supplement the corporate-wide “Helpful Ready” assessment
- Wrote 14 corporate-facing articles and produced, shot and edited 4 corporate-facing videos for Ace Online

### **The Borgen Project | Seattle, WA (Remote)**

**March - June 2019**

*Writing Intern*

- Brainstormed and wrote 11 unique articles about global poverty specifically focused on Mozambique and South Africa, ranging from issues such as cultural gender roles, young entrepreneurship and vaccine access to reduce the HIV epidemic
- Raised \$500 towards the global non-profit with a mission to reduce global poverty via social media fundraising and a hand-written letter campaign
- Wrote and sent weekly emails and letters to The White House and my district representatives arguing for the support of bills such as the International Affairs Budget and the Global Fragility Act

### **Once Travel | Cape Town, South Africa**

**January - April 2019**

*Marketing and Content Creation Intern*

- Created blog posts with the voice of the young traveler on a budget, ranging from topics such as South African street art to cultural experiences in Mozambique
- Distributed electronic newsletters to business partners and previous guests featuring alluring design and promotional discounts using Mail Blaze
- Executed a 10% following increase by implementing monthly Instagram, Facebook Business and Twitter posting plans using cross-posting and organic engagement boosting techniques

### **WKRC-Local 12 News | Cincinnati, OH**

**June - August 2018**

### *Digital Content Production Intern*

- Pitched creative news stories for a diverse audience to Director of New Media
- Created stories for the web covering local, nationwide and world news stories using AP style format while crafting creative titles and catch lines to attract readers
- Planned posts for social media platforms and the website daily, using Google spreadsheets and the Story Line content production platform

## **EDUCATION**

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### **DePauw University | Greencastle, IN**

**August 2016 - May 2020**

- Bachelor of Arts in Communications
- Minor in English Literature
- GPA 3.83/4.0
- Media Fellows Honors Program
- Phi Beta Kappa Honor Society Inductee
- Chi Alpha Sigma Top 10 Student Athlete GPA
- The National Society of Leadership and Success Member

## **SKILLS**

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- Copywriting, AP style writing, creative writing, newsletter writing, blogging, long-form writing, non-profit writing, basic SEO
- WordPress, StoryLine Content Production, Later, Hootsuite, Sprout Social, MyEmma, Mailblaze, Mailchimp, Shopify, Instagram, Facebook Ads, Twitter, Pinterest
- Microsoft Office, Canva, Adobe Creative Cloud, Pinnacle Video Editing, Vegas Video Editing

## **LEADERSHIP AND VOLUNTEER EXPERIENCE**

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### **This Is Your 20s Podcast**

**November 2019 - Current**

*Co-Host/Creator*

- Creator and editor of “This Is Your 20s” podcast and brand with my best friend/co-host
- Our goal is to help self-starting 20-somethings with their mental, physical and spiritual health
- In addition to interviewing hosts and editing the audio, we manage the social media accounts and the “thisisyour20s.com” website and blog

### **Leading Change: A Design-Thinking Challenge | Cairo, Egypt**

**January 2020**

*American University in Cairo Student Exchange Participant*

- Traveled with 27 other DePauw students to tackle an entrepreneurial design challenge using Stanford University’s design-thinking steps
- Created a film about the sustainability of Egypt’s architecture and how their methods can be applied and tweaked on DePauw’s campus

### **Winter Term in Service | Havana, Puerto Esperanza and Viñales, Cuba**    **January 2018**

*Cuba in the Age of Digital Literacy Volunteer/Teacher*

- Taught Microsoft Office programs like PowerPoint, Excel and Word to help students aged 13-35 create presentations about themselves and their passions to present at the end of the week- long workshop
- Participated in cross-cultural communication, learning basic Spanish skills in the process while teaching Cuban students English conversational skills