



LAQUITA BROWN

STORYTELLING SPECIALIST

CAREER SUMMARY

An exceptional communicator who thrives on problem-solving, identifying gaps in the market, and using creativity to build dynamic relationships. A leader obsessed with brand reputation and providing world-class service to team members, clients, and partners.

SKILLS

- Strong Leadership
- Organization
- Compelling Copywriting
- AP Style
- Project Management
- Multi-tasking
- Excellent Communication
- Technologically Savvy
- Market Research
- Creativity
- Storytelling
- Presentation Skills

KEY PROGRAMS

- Adobe Creative Suite
- Salesforce
- Keynote | Google Slides | PowerPoint
- WordPress
- Hootsuite
- Google Analytics
- CapCut

ACCOMPLISHMENTS

- Golden Key International Honour Society
- The National Society of Leadership and Success
- Director's Honor Roll, Spring 2023
- Dean's List, Spring 2023
- Lambda Pi Eta

CONTACT:

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- Portfolio: LaQuitaBrownPortfolio.com

SOCIAL MEDIA KNOWLEDGE

Facebook | Instagram | X | TikTok | LinkedIn | Snapchat | YouTube | Pinterest

PROFESSIONAL EXPERIENCE

Sales & Marketing Specialist

Absolute Amusements | 2021-present

- Developed & cultivated relationships with DMCs, planners, vendors, customers, and venues, resulting in a 30% increase in return customers.
- Ideated, created, and implemented a post-event survey program that provides incentive pay for our event staff.
- Increased customer satisfaction by 34% over 12 months.
- Created standard operating procedures (SOPs) for sales and graphics processes.
- Write copy for multi-media channels utilizing SEO best practices.
- Initiate and oversee branding projects to event date
- Manages sales team

Copy + Content Writing Intern

Think Creative | Summer 2000

- Crafted accessible copy for blogs, web pages, and social media channels.
- Manage brand voice and messaging
- Develop compelling brand stories and campaign concepts
- Collaborated with the creative director and contributed ideas for client commercials.
- Created social media, tagline, and the creative brief copy for a public relations campaign.

Social Media/Sales/Travel Specialist

Universal Orlando | 2015 - 2020

- Developed & tested the Partner Community Platform
- Consistently drove product sales above expected targets
- Communication through various channels with clients and internal departments
- Destination Management
- Created Standard Operating Procedures (SOPs) for Travel Agent Team
- Track customer reports and trends in the marketplace.
- Coordinated Family Trips (FAMs) for Travel Industry Partners.

ACADEMIC BACKGROUND

University of Central Florida

Advertising/Public Relations B.A. | 2023

Valencia Community College

Associates of Arts Degree | 2020