

BROOKE BESTE

HONORS STRATEGIC COMMUNICATIONS MAJOR

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EDUCATION

Bachelor of Journalism in Strategic Communication

August 2022-May 2026

University of Missouri, Columbia, Missouri

GPA: 3.98

- Minor in Textile and Apparel Management
- Honors College Certificate

PROFESSIONAL EXPERIENCE

Florence Fashion Tours Marketing and Content Strategist Intern

January 2025- Present

- Increased social media engagement by 10% by analyzing industry trends and executing a strategic content marketing plan.
- Enhanced brand visibility and organization by developing a streamlined marketing workflow and optimizing content scheduling

Florence University of the Arts PR and Marketing Assistant

January 2025- Present

- Write and edit press releases, blog articles, and newsletters to enhance the university's public image and engagement.
- Develop and schedule social media content across platforms to promote university programs, events, and student experiences.

Gateway Medical Equipment- Sales Associate and PR Specialist

January 2024- January 2025

- Utilized SEO strategies to enhance brand visibility across digital platforms, optimizing customer engagement through targeted content strategies.
- Assisted in strategy as well as sales staff with patient calls, order entries, and fittings.

Greek House- Campus Sales Representative

November 2022- March 2024

- Planned and executed campus sales events, including product demos, giveaways, and sales-driven activations, attracting 100+ attendees per event.
- Developed and executed social media campaigns on Instagram, Facebook, and TikTok, increasing engagement by 20% among target audiences.

CBS Sports- Runner

November 2023, February 2024

- Collaborated with production teams to manage event logistics, ensuring seamless executions.
- Communicated effectively with production teams, ensuring that all tasks were completed efficiently.

ACTIVITIES

- Honors College student, active member of Delta, Delta, Delta sorority, PRSSA Club, AAF Club, Dean's Honor Roll for the Fall and Spring Semester of 2022, 2023, and 2024.

AWARDS

- Chancellor's Award Scholarship Recipient, Sam Bronstein Scholarship Recipient, Richard Deshon Scholarship Recipient, and Walter Williams Scholar

SKILLS

- Ensuring consistency in brand messaging across all external communications.
- Developed and implemented strategic plans for marketing campaigns
- Conducted workshops in Adobe Creative Suite (InDesign, Photoshop, Illustrator)
- Proficient in creating engaging, branded content using platforms like Canva and InDesign, tailored for Instagram, TikTok, and Twitter.
- Developing and executing social media strategies to build brand awareness and engagement.
- Designed visually compelling marketing assets, from social media graphics to presentations