

# Brenna Leahy

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**Communications Professional** and passionate leader with 5+ years of experience in copywriting, social media management, creative content creation, and project coordination. Skilled in crafting compelling messaging and translating complex concepts into engaging content. Proficient in copywriting, data analysis, and project management.

## Experience

SEPTEMBER 2022-DECEMBER 2023

### **Crowdfunding Coordinator | KU Endowment**

- Collaborated and guided campus leaders to create crowdfunding campaigns with compelling stories and content.
- Wrote engaging promotional materials and boosted student organizational participation in fundraising campaigns.
- Identified platform reporting errors and contributed to institutional improvements, including a switch to crowdfunding software that integrates with Salesforce.
- Used Asana to streamline project management and work more efficiently with the creative team.

NOVEMBER 2020-SEPTEMBER 2022

### **Communications Specialist | Braden Heidner Lowe & Associates**

- Managed association websites and drove social media growth for professional associations.
- Designed visually appealing promotional materials and managed mass email campaigns.
- Provided analytics insights and collaborated on communication strategy development for various nonprofits.

APRIL 2019-SEPTEMBER 2020

### **Public Relations Assistant | Manhattan Public Library**

- Distributed information about the COVID-19 Pandemic to patrons via social media
- Amplified social media presence and produced promotional graphics for library events.
- Streamlined social media management using advanced scheduling tools.

AUGUST 2018-JUNE 2019

### **Social Media Coordinator | K-State Libraries**

- Crafted engaging social media content and blog posts, achieving high engagement rates.
- Wrote articles featuring updates about Hale Library and information about accessing library resources.

## Skills

Copywriting • Content Creation • Social Media Management • Project Management • Asana • Salesforce (familiarity) • Data analytics

## Education

**Bachelor of Arts English Literature | Kansas State University**