

BRENNA LEAHY

DIGITAL STRATEGIST PORTFOLIO

Accomplished professional with a strong background in social media management, creative content creation, and project coordination. Adept at enhancing engagement, growing social media presence, and producing compelling, visually appealing content. Proven ability to drive successful campaigns and improve brand visibility.

EXPERTISE

Social Media Strategy and Management

Website Development and Management (WordPress, Wild Apricot)

Crisis Communication and Problem-Solving

Graphic Design and Content Creation (Adobe Creative Suite, Canva)

Project Coordination and Timely Execution

Branding and Multichannel Management

WORK EXPERIENCE

CROWDFUNDING COORDINATOR

September 2022-present

KU Endowment, Lawrence, Kansas

- Orchestrated a comprehensive rebranding of LaunchKU, streamlining application processes and providing additional information to improve user experience.
- Crafted engaging promotional materials, delivering program insights to student organizational leaders.
- Led collaborative efforts to raise over \$200,000 through innovative crowdfunding campaigns.
- Revamped ambassador materials and messaging, boosting participation by 41%.
- Applied problem-solving skills to refine application questions, enhancing selection efficiency.

COMMUNICATIONS SPECIALIST

November 2020-September 2022

Braden Heidner Lowe & Associates, Topeka, Kansas

- Expertly managed multiple association websites using WordPress and Wild Apricot, increasing website traffic.
- Drove social media growth for professional associations, securing 200+ Twitter followers for one page in two years.
- Designed visually appealing promotional materials, including flyers and website banners using Adobe Creative Suite.
- Efficiently coordinated and executed projects, consistently meeting deadlines.

PUBLIC RELATIONS ASSISTANT

April 2019-September 2022

Manhattan Public Library, Manhattan, Kansas

- Strategically communicated critical information during the COVID-19 pandemic, demonstrating crisis management skills.
- Amplified social media presence with a growth of 1,328 Facebook followers and 172 Twitter followers.
- Produced and distributed promotional graphics and materials for diverse library events.
- Leveraged advanced scheduling tools like Later, Hootsuite, and Tweetdeck to streamline social media management.

SOCIAL MEDIA COORDINATOR

August 2018-June 2019

K-State Libraries, Manhattan, Kansas

- Showcased creativity by crafting engaging social media posts and blog content.
- Demonstrated adaptability by organizing fundraising events for library recovery funds.
- Utilized Adobe Creative Suite to design and publish newsletters, maintaining brand consistency across digital platforms.

EDUCATION

Kansas State University, Manhattan, Kansas
English Literature and International Studies

2016-2019

CONTACT

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Based in Lawrence, Kansas