

BRIANNA DOMENECH

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Palm Bay, Florida



EDUCATION

Virginia Commonwealth University

Bachelors in Mass Communications

Concentration: Creative Advertising

August 2020 - May 2023

Major GPA: 3.78

Virginia Department of Professional and Occupational Regulation

Cosmetology License

May 2018 -Present

STUDENT ORGANIZATION

Advertising Club at VCU

VCU Student Organization of the Year (2022)

February 2021 - May 2023

- Educational Workshops, Competitive Professional Events, Collaborative Work Times, Agency Tours with Q&A's

SKILLS AND AWARDS

Proficient: Adobe Illustrator, Photoshop, InDesign, Canva, Premiere Pro

Learning: Figma, After Effects, Animate, ProCreate

Awards:

- American Advertising Awards Local Student Best In Show/ Gold
- Richmond Adage Silver
- Ad Club at VCU TV Spot Gold
- Ad Club at VCU Product Line Extension Silver

WORK EXPERIENCE

YMCA, Assistant Director of Youth Development

June 2018 - May 2023

- Plan, implement, and create activities, art, schedules and games for youth daily
- Manage, control, and track child attendance to ensure child safety
- Execute communication, training, and strategic plans to management team and oversee staff's organization and licensing procedures

Shift Retail Lab Intern

January 2023 - May 2023

- Assisted entrepreneurs independently with start up branding, logo design, seasonal campaigns and strategic problem solving

Cutco/Vector Marketing, Social Media Recruiter

April 2020 - July 2020

- Increased staff and interest in the company by reaching out to people in the area, accumulated most employees within a month
- Promoted job interviews through social media, connecting to over 2,000 people
- Generated creative posts using designing applications such as Canva and Adobe

Haltech Hyperfest, Social Media Design Intern

March 2022 - June 2022

- Generated over 200 creative posts for the instagram page with over 22,700 followers using Adobe Illustrator and Photoshop to promote the event
- Altered images with photoshop to create designs that flowed in color and style such as removing backgrounds, changing logo colors and adding strokes