

BROOKE BANTLE

EDUCATION

2021- Present

MASTERS OF SCIENCE

Communication - Advertising

S.I. Newhouse School of Public Communication | Syracuse University | Syracuse, NY

2016 - 2020

BACHELOR OF ARTS

Strategic Communication & Interactive Media Studies

Miami University | Oxford, OH

CERTIFICATIONS

The Trade Desk

Edge Certification

Google Ads -

Search & Display

HubSpot -

Digital Marketing & Social Media

Hootsuite -

Platform Certification & Social Media

UXPressia -

CJM Fundamentals Course

PROJECT EXPERIENCE

PRODUCT OWNER

2019 - 2019 | Interactive Media Studies Practicum | Miami University

Served as the liaison between the client (Northside Depot) and the team during a semester long practicum course that used the Agile project management system. While holding this role I led internal team meetings, assigned tasks and projects each sprint, and approved all deliverables that went out to the client.

- Utilized Instagram, Facebook, and Google Ads to track social media campaigns.
- Analyzed the data collected to adapt and shift the campaigns as needed.
- Created a 6-month social media posting calendar for the client.

WORK EXPERIENCE

CAMPUS GROWTH INTERN

2018 - 2019 | AddMe

Assisted in spreading awareness and implementing roll-out campaigns of a new mobile application called AddMe

- Used analytical data from previous campaigns to tailor learnings and takeaways for future marketing campaigns.
- Planned marketing strategies such as social media marketing to influence downloads and engagement with the app.
- Coordinated promotional events using platforms like eventbrite for both on and off-campus gathering.

DIRECTOR OF EXTERNAL EVENTS

2017 - 2018 | Alpha Phi Fraternity

Organized and facilitated all social events for the Gamma Nu chapter of Alpha Phi Fraternity.

- Served under the Vice President of Risk Management to ensure all events complied with panhellenic guidelines.
- In charge of \$3,000 per semester to allocate to various events.

CONTACT

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SKILLS

Agile Project Management

Adobe Creative Suite

Google Analytics

SEO/SEM

HTML/CSS/Javascript

User Experience (UX) Design

MRI Simmons

eMarketer

Powerpoint

Microsoft Word

Excel