

# Brianne Sheridan

Marketing & Communications Professional

## Contact Information

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## Skills & Proficiencies

Microsoft Office  
Adobe Creative Suite  
HTML & CSS Coding  
JIRA, Chalk, Sharepoint  
Strategic Communications  
Event Planning & Marketing  
Social Media Content Strategy  
Writing & Editing  
Brand Management  
Project Management  
Public Relations  
Market Research  
Data Analytics  
Critical Thinking  
Public Speaking  
Leadership

## Awards & Accomplishments

**Marketing Strategy Award**  
Native Roots  
June 2017

**Integrated Marketing Communications Award**  
OrganizeMyDrawer.com  
June 2017

**Cable Apprentice Finalist**  
Rocky Mountain Cable Association  
March 2017

**Consumer Insights Award**  
Comcast Technology Solutions  
Nov. 2016

**Certified Scrum Master (CSM)**  
Scrum Alliance  
July 2015 - 2017

**Employee of the Quarter**  
Xerox, California Medicaid  
Quarter 2, 2015

## Marketing Experience

**Charter Communications | Greenwood Village, CO**

**Product Intern, IP Video Applications | June 2017 - Dec. 2017**

- Managed internal communications about feature updates to IP Video Applications to allow customer service and marketing most effectively serve customers
- Analyzed approximately 4,000 feedback responses per month to identify and report on valuable customer insights and drive product strategy decisions

**Xerox | West Sacramento, CA**

**Publications Specialist, California Medicaid | Sept. 2014 - Sept. 2016**

- Assessed, prioritized, assigned and tracked communications projects for hospitals and other healthcare providers serving California Medicaid recipients
- Marketed the Medi-Cal Subscription Service (MCSS) program at training seminars across California and increased adoption by 5%
- Wrote articles informing providers of changing policy and edited technical manuals
- Negotiated timelines and process changes with client to meet stakeholder needs
- Maintained Xerox branding standards for presentations and internal documents

**FOCUS Film Festival | Chico, CA**

**Public Relations Assistant | June 2014 - Oct. 2014**

- Executed the strategic marketing plans developed and implemented during 2012 course and internship to increase attendance and produce a successful event
- Coordinated informational booths at community events to increase attendance
- Managed the festival alongside Marketing Manager serving over 200 guests

**Okizu | Novato, CA**

**Marketing & Special Events Assistant | June 2013 - Sept. 2014**

- Managed donor and community relations, and coordinated the annual fundraising event, Evening Under the Stars, with over 150 guests
- Designed, wrote and edited event materials, direct mail, and other communications
- Compiled and tracked events and outreach data to drive success of fundraising
- Represented Okizu at various community events across Northern California

**SFinvest | Chico, CA**

**Administrative Assistant & Marketing Support | Oct. 2008 - Aug. 2014**

- Planned and executed a variety of marketing efforts at three SFinvest companies including two apartment complexes and a fine jewelry gallery
- Assisted with clerical tasks, resident activities, and leasing at the apartments
- Sold fine jewelry, produced marketing materials, created visual displays, and completed clerical tasks at the jewelry gallery

## Education

**Daniels College of Business, University of Denver | Denver, CO**

**Master of Science in Marketing | GPA 3.72 | Nov. 2017**

- Gained experience in Social Media & Mobile Marketing, Integrated Marketing Communications, Marketing Research & Data Analytics, Digital Marketing, Search Engine Optimization, and best practices by completing projects for seven clients

**California State University, Chico | Chico, CA**

**Bachelor of Arts in Journalism, option in Public Relations | GPA 3.12 | May 2013**

- Gained experience in social media, feature writing, media relations, events, reporting, HTML & CSS through three internships