

Briana Vela

Communications Professional

Education

Texas Tech University, Lubbock, TX Master of Arts in Mass Communication	May 2016
Texas Tech University, Lubbock, TX Bachelor of Arts in Public Relations	May 2012
Study Abroad in Seville Spain	Summer 2010

Experience

City of Lubbock - Municipal Museums Sept. 2017- CURRENT

Marketing & Special Events Coordinator

- Manage all marketing and advertising efforts including TV, radio, print, and digital
- Coordinate museum events including concert series, annual events, First Friday Art Trail, receptions, etc.
- Produce Silent Wings Museum quarterly newsletter & Buddy Holly Center monthly eNewsletter
- In charge of producing social media content, tracking social media coverage, promotions and analytics
- Write press releases and media advisories for museum events
- Coordinate media interviews and appearances and represent the museums at all media appearances
- Website coordination and updating
- Design print materials (brochures, save the dates, logos, social media graphics, etc.) as needed
- Coordinate rental program at both museum facilities
- Coordinate fundraising and sponsorship efforts for the Summer Showcase Concert Series
- Create and distribute monthly event calendars to Lubbock cultural organizations
- Supervise Public Relations Assistant

Ashley Furniture HomeStore April 2016-Sept. 2017

Marketing Manager

- Manage marketing and advertising efforts for 7 stores (Lubbock, Abilene, Amarillo, Wichita Falls, Midland, San Angelo, and Hobbs, NM)
- Oversee graphic design efforts and manage graphic designers
- Monitor/publish content to social media accounts and watch reviews on Google, Yelp, etc.
- Oversee weekly promotions. Includes producing all materials needed for promotional advertising and getting out to all stores/media in a timely manner. (Postcards, newspaper circulars, POP banners, digital ads, TV & radio commercials, email blasts, etc.)
- Media buying/budget oversight (TV, radio, digital, print) for all 7 markets
- Digital oversight and coordination. (Digital ads, banners, pre-roll video, etc.)
- Event planning. Includes company-wide and community events (Mission Possible Summit, Cinco De Mayo festivities, KidsFest, job fairs, company trips, community volunteering, etc.)

Texas Tech University Independent School District (TTUISD) Sept. 2015-April 2016

Marketing/PR Coordinator

- Produced written content for marketing materials, website and internal documents
- Copy edited for AP Style
- Monitored social media accounts
- Oversaw inventory of promotional items
- Coordinated exhibit booth transportation for conferences
- Helped manage student interns

Texas Tech University Health Sciences Center Feb. 2013-Sept. 2015

Communications Coordinator, F. Marie Hall Institute for Rural & Community Health

- Produced department newsletter- The Rural and Community Health Messenger
- Coordinated department events, conferences, and charity outreach
- In charge of tracking social media and producing social media content
- Wrote press releases and media advisories for departmental events
- Website coordination
- Designed departmental programs, brochures, annual reports, save the dates, logos, etc.
- Tracked media coverage

Organizations

Association for Women in Communications – Lubbock Professional Chapter 2013-Current

- Celebrity Luncheon Chair (2017-2018)
- VP for Fundraising (2017-2018)
- Co-VP for Fundraising (2016-2017)
- VP for Communications (2015-2016)
- AWC National Marketing & Communications Committee Co-Chair (2015-2016)
- Email/RSVP Chair (2014-2015)
- Communications Committee (2014)
- Celebrity Luncheon Design Committee (2013, 2014)
- Internal Membership Committee (2013-2014)

Junior League of Lubbock 2015-Current

- Food 2 Kids Committee (2017-2018)
- Sustainer & Transfer Relations Committee (2017-2018)
- Publicity Chairman (2016-2017)
- Leadership Team (2016-2017)
- Community Impact Council (2016-2017)
- Membership Enrichment Committee (2016-2017)

Skills

- Written and oral communication skills
- Microsoft Office: Word, Excel, PowerPoint and Publisher
- Adobe Creative Suite 6: Photoshop, InDesign, Illustrator, Fireworks, and DreamWeaver
- Adobe Acrobat Pro
- Constant Contact
- Digital Media/Websites
- Social Media: Facebook, Twitter, Instagram, LinkedIn, Blogger, Pinterest, Vine, and Hootsuite
- Event Planning
- Sitefinity