

# Brenna Rhiness

Media Strategist and Content Creator  
Currently based in Colorado

LinkedIn: <https://www.linkedin.com/in/brenna-rhiness-32bb28185/>

## EXPERIENCE

### UNC: Associate Director of Digital Marketing

FEBRUARY 2025 - CURRENT - FULL TIME

- Empowers students to create content, trains them how to be good content creators and feature a variety of areas around campus. *Increased our engaged TikTok audience by 77% in one semester.*
- Controls content flow and implemented a new social media scheduling system. *Broke 3 million views organically on Instagram over one semester.*
- Lead implementation for a new brand campaign at the university. *Our paid social media experienced a 43.8% increase in impressions year over year with a 12% budget increase.*

### UNC: Interim Associate Director of Digital Marketing, Marketing Project Specialist

APRIL 2023 - JANUARY 2025 - FULL TIME

- Took initiative on social media management, increasing engagement across platforms and relevancy of content, reported analytics. *Increased Instagram following by 14.4% in a year.*
- Organized projects and kept key deadlines for multi-departmental projects. *My UNC Magazine content management made us go to print on-time for the first time since I started.*
- Managed chat bot systems, improved processes and provided campaign feedback to departments. *Started the process for a more comprehensive social media policy at the institution.*

### HopeWest: Content Coordinator, Public Relations Coordinator

APRIL 2021 - JANUARY 2023 - FULL TIME

- Social media manager who standardized content and collected stories for posts across departments. *Balanced respecting grief processes with showcasing the power of dying with dignity.*
- Interviewed employees, donors and volunteers to communicate to audiences why HopeWest is an integral part of the Western Slope community.
- Collaborated on appeal videos that were shown at fundraisers, one of which was a record breaking appeal.
- Public relations liaison, local media published press releases almost to the letter.

## SKILLS

Adobe Suite  
Interviewing  
AP Style  
Live Directing  
Videography  
Photography  
Photo Editing/Manipulation  
Video Editing  
Copy Editing  
Copywriting  
Content Planning  
Social Media Marketing  
Vendor Management  
  
References available upon request.

## EDUCATION

### **Colorado State University: *M.A. Mass Communication and Media Management***

JANUARY 2024 - CURRENT

- Pitched vital updates to CSU's emergency comms plan.
- Created strategy around a professional runner's social media presence.

### **Colorado Mesa University: *B.A. Mass Communication***

AUGUST 2017 - DECEMBER 2020

- One of two main directors for the 2019 Grand Junction Rockies baseball broadcast, named one of the best in the minors by *Baseball America*. We were named the best in the rookie league.
- CMU-TV general manager during the COVID-19 pandemic. Yes, we still produced shows.
- Senior research conducted on misinformation.