



BRIELLE SOMODI

Marketing Strategist

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🌐 briellesomodi.com

EDUCATION

BACHELOR OF SCIENCE IN TECHNOLOGY

Bowling Green State University | Visual

Communication Technology
Specialization: Print and Photography

2019 – 2022

QUALIFICATIONS

- Social Media Marketing
- Project Management
- Creative Problem Solving
- Team Leadership

SKILLS

- Sprout Social
- Canva
- Trello
- Wrike
- Adobe InDesign
- Adobe Photoshop
- Adobe Lightroom
- Adobe Illustrator
- Adobe Premiere Rush
- Photography/Editing
- Graphic Design

PROFESSIONAL SUMMARY

Hard-working marketing strategist with demonstrated ability to drive audience growth, increase brand visibility, and contribute to community engagement. Excellent communication and collaboration skills, with a desire to work in a fast-paced and team-oriented environment.

WORK EXPERIENCE

Marketing Strategist for Student Engagement and Residence Life

Bowling Green State University | January 2023 – Present

- Create and implement marketing plans for campus-wide events targeting students, families, alumni, and the local community
- Develop engaging content for Student Engagement and Fraternity & Sorority Life social media platforms (@engagement_bgsu and @fslatbgsu on Instagram)
- Produce and edit original copy used in emails, social media, digital content, websites, and in print/PDF materials
- Provide support for major Student Engagement events, including Homecoming, Family Weekend, Weeks of Welcome, and more
- Ensure adherence to brand standards by coordinating with the Office of Marketing and Brand Strategy

Social Media Intern

BGSU Marketing and Brand Strategy | April 2021 – December 2022

- Developed creative content for social media posts on the Official BGSU Instagram, TikTok, Snapchat, Twitter, LinkedIn, and Facebook accounts
- Created videos, designed graphics, and took photos at events to enhance social media posts
- Created the Social Media Brand Guidelines Manual for Campus Partners
- Developed unique augmented filters for Instagram and Snapchat that allowed students to immerse themselves in BGSU-branded, animated posts

Photography Intern

Kalman & Pabst Photo Group | May 2022 – August 2022

- Assisted photographers on shoots (pulled necessary equipment and props, prepared sets, and lighting to photographer specifications)
- Collected behind-the-scenes footage and photography to post on Instagram and TikTok
- Acted as a production assistant on various shoots (organized craft services, packed props, and equipment, and communicated with clients, models, and photographers to keep them on schedule)