
Brittany C. Every

Marketing Manager

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Mission

Managing company's marketing budget, digital/print advertising and promotional events. Develop cohesive goals and objectives to enhance company's market position and image.

Experience

Ripley's Believe It or Not! Times Square

Marketing Manager

November 2014 - May 2016

New York, NY

- ❖ Increased web ticket sales by 25% YTD
 - ❖ Implement and manage a consistent, cost effective marketing plan
 - ❖ Engineer successful print & digital campaigns with aggressive deadlines
 - ❖ Sole graphic designer/ content writer for all ads, signage and Times Square LED board
 - ❖ Analyze marketing initiatives through Google Analytics and POS reports
 - ❖ Generate weekly reports comparing YOY sales, admissions and ROI
 - ❖ Museum Improvements - Gallery design and exhibit installation
 - ❖ Website Management; develop/ implement engaging content and artwork
 - ❖ Work with team creating landing pages through keywords
 - ❖ Write intriguing press releases about special events and new exhibits
 - ❖ Utilize PR platform to distribute press release to targeted groups
 - ❖ Maintain partnerships with corporate and third party vendors
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Ripley's Believe It or Not! Times Square

Marketing Coordinator

January 2014 - November 2014

New York, NY

- ❖ Collaborated with Marketing Director in re-branding the company's image
 - ❖ Successfully re-launched and maintained social media platforms
 - ❖ Promote museum through out of the box event ideas
 - ❖ Manage all events - Point of contact for press during special events
 - ❖ Compose exciting press releases and distribute based on audience
 - ❖ Sole graphic designer/ content writer for all print/ digital ads and signage
 - ❖ Primary contact for external agencies and third party vendors
 - ❖ Collaborate with team on SEO to grow ranking and positive web presence
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Pace U Advertising Team

Mary Kay Cosmetics

Creative/ Strategic Planning

August 2013 - May 2014

New York, NY

- ❖ Appointed to the Pace University *National Student Advertising Competition* Team sponsored by the American Advertising Federation
 - ❖ Ranked in the top third of North East Region
 - ❖ Creative & Strategic Planning department
 - ❖ Advertising Copy: taglines, slogan, organizing ideas, commercial scripts
 - ❖ Create digital ads that highlighted the products at hand
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Education

Pace University / BBA Global Marketing Management, Marketing
May 2014, New York, NY *Concentration in Advertising and Promotions*

Proficiencies

B2C Marketing/ Adobe Creative Suite - Photoshop, Illustrator, InDesign/
Microsoft Office/ Social Media/ Paid Social Media / Web Development/
SEO Tools/ Adaptability/ Digital Marketing/ Time Management/ Visual Design/
Organization/ Interpersonal Communication/ Strategic Thinking/ Creative
Thinking/ Critical Thinking/ Multitasking
