

BRIANA MACKEY



ABOUT

"Briana's work is of the highest quality. She is an exceptional student leader. She provides clear guidance and mentorship to the student reporters working for the newspaper. She is always thinking ahead and meets every deadline. She has a strong knowledge of journalistic style and practice. The Otter Realm is flourishing under her leadership."

- Dr. Sam Robinson,
Otter Realm Advisor

LET'S CHAT

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Instagram: [brianarae](https://www.instagram.com/brianarae)

EXPERIENCE

Assistant Story Editor
Snapchat

Jan 2017–Present

- Develop stories, identify key storylines, locations, and potential characters
- Execute on-site production when covering events for Our Story
- Manage complex calendars and schedules for multiple team members

Content Lead
Uptown Treehouse

Aug 2016–Dec 2016

- Planned editorial calendars for multiple clients
- Authored bi-weekly blogs to provide thought leadership
- Assembled monthly client reports
- Aid in vetting potential influencers for client campaigns

Editor in Chief
California State University, Monterey Bay

May 2015–May 2016

- Mentored and directed 20+ staff reporters
- Composed articles, as well as supervised staff reporters articles
- Headed pitch meetings
- Delegated all staff's assignments and schedules
- Formed a network with 10+ campus departments to generate story leads

EDUCATION

California State University, Monterey Bay
B.A. Human Communications

Aug 2014–May 2016

- Student government representative
- Student Communications Steering Committee representative
- Recipient of Florence C. and Alwin Krause Scholarship
- Recipient of National Engaged Leader Award from National Student Leadership & Success Society

Santa Monica College
A.A. Communications

Aug 2011–June 2014

- SMC Women's Soccer 2012: Captain, Most Valuable Player & First Team All League
- SMC Women's Soccer 2011: Scholar Athlete Award & League Honorable Mention

SKILLS

Content Writing



Time-Management



Adobe Suite



Leadership



AP Style



Adaptability

