

Brooke Brewer

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PROFESSIONAL SUMMARY

Creative marketing and public relations professional with robust international experience in digital marketing, social media strategy, event planning, and community engagement. Proven ability to create compelling content, grow audiences, and build brand awareness across nonprofit, media, travel, and lifestyle sectors, with strengths in strategic communications and cross-cultural collaboration.

EDUCATION

Auburn University | Auburn, AL | *Bachelor of Arts in Public Relations, Minor in Business* | August 2022 – December 2024

- GPA: 3.7/4.0, *Magna Cum Laude*

World Abroad Connect | Milan, Italy & Madrid, Spain | *Study Abroad Program* | May 2023 – July 2023

University of Alaska | Anchorage, AK | August 2021 – May 2022 | General Studies

Fairhope High School | Fairhope, AL | High School Diploma | Graduated May 2021 | *Honors Student & Varsity Athlete*

WORK EXPERIENCE

Fly Creek Watershed Preservation Association | Fairhope, AL

Public Relations for Nonprofit Organization | August 2021 – Present

- Drive public awareness campaigns and engagement initiatives centered around environmental sustainability.
- Oversee comprehensive social media management and maintain relationships with local organizations.

International Work Exchange Program | Multiple Global Locations

Marketing, Event Planning & Communications | February 2025 – April 2026

- **Dreamsea Surf Camp, Tamarindo, Costa Rica, Central America:** Directed social media strategy for a premier surf and yoga adventure brand. Produced daily photo and video content highlighting lifestyle and travel experiences
- **Onefam Hostels, Barcelona, Spain, Europe:** Planned and hosted themed events, city tours, and social experiences. Promoted events through hostel networks, significantly increasing guest participation and driving positive online ratings
- **Tanzanite Education Foundation, Arusha, Tanzania, Africa:** Instructed engaging English lessons for local students and developed targeted social media campaigns to raise organizational awareness and funding.
- **Animal Welfare Ko Chang Project, Ko Chang, Thailand, Asia:** Partnered with a local veterinary clinic to provide hands-on care, rescue operations, and rehabilitation for local wildlife and stray animals.
- **JCN School, Kyoto, Japan, Asia:** Bridged communication gaps for young learners through interactive lessons and real-time English-Japanese translation.

SylvanSport | Brevard, NC | *Marketing Intern* | May 2024 – January 2025

- Developed and executed innovative marketing campaigns that drove brand awareness and accelerated sales growth
- Designed graphics and managed day-to-day engagement across multiple social media platforms.

The Auburn Plainsman Newspaper | Auburn, AL | *Digital Engagement Assistant* | February 2022 – August 2023

- Collaborated with the social media team to promote newspaper articles and breaking news across digital channels.
- Created, curated, and scheduled daily content on various social media platforms to maintain an active online presence.

Multiple Local Restaurants | Auburn, AL | *Customer Service* | August 2022 – November 2024

- Worked multiple part-time serving and customer service roles in the restaurant industry while maintaining a 3.7 GPA as a full-time student. Delivered high-quality customer service in fast-paced, high-volume environments.

Providence Hospital | Anchorage, AK | *Health Screener* | October 2021 – April 2022

- Balanced a full-time college course load with a full-time position. Screened patients and visitors to ensure adherence to hospital safety protocols and maintained a secure, efficient entry process.
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TECHNICAL SKILLS

- **Design & Video:** Canva, Adobe Express, Adobe Photoshop, Adobe Premiere Pro
- **Marketing & CMS:** HubSpot, WordPress, Qualtrics
- **Core Competencies:** Social Media Strategy, Content Creation, Event Management, Cross-Cultural Communication, Campaign Management