

# brooke borden

## EDUCATION

### THE UNIVERSITY OF OKLAHOMA

Major: Public Relations

Institutional GPA: 3.86

Academic Scholarship

Minor: Enterprise Studies

OU Scholars

Deans Honor Roll

Minor: Human Relations

Honors College

Member of ALD Honor Society

## CONTACT

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## RELEVANT EXPERIENCE

### BORROWED CHARM: EVENTS + STYLING (January 2019 - Present)

• MARKETING DIRECTOR. OKLAHOMA CITY, OK

Planned and implemented strategic social media and brand content, re-designed company website and marketing materials, assisted head planners at numerous weddings with 200+ guests, designed and oversaw company-wide rebranding project, designed styled shoots and specific event layouts, prepared client proposals and contracts, nurtured and maintained vendor and client relationships, created event timelines and proposals.

### VICE PRESIDENT OF MEMBERSHIP RECRUITMENT (August 2018 - Present)

• ALPHA PHI. NORMAN, OK

Elected position in which I planned, oversaw, and directed the long term project and process of formal panhellenic recruitment. Directed over 400 women over a period of several weeks in order to recruit exceptional young women into our chapter.

### LINDSEY + ASP (August 2018 - May 2019)

• RESEARCH ANALYST. NORMAN, OK

Developed weekly social media content, conducted strategic research, designed and branded content, and maintained close ties with clients.

### PHARMACEUTICAL STRATEGIES GROUP (June - August 2018)

• MARKETING INTERN. DALLAS, TX

Ran a successful marketing campaign, developed and oversaw digital marketing content and procedures, created a social media content calendar, interviewed and selected a third party digital agency. Developed significant skills in Microsoft Office and various other tools and programs.

## ADDITIONAL EXPERIENCE

### PRSSA (August 2017-May 2019)

### CAMP CRIMSON (July 2018)

Oversaw incoming group of first year students and made OU a welcoming environment.

### BARRE3 (June-August 2017 & June-August 2018)

Managed workout studio, maintained healthy environment, oversaw children's care

## RELEVANT SKILLS

InDesign  
Photoshop  
Lightroom

## ADDITIONAL SKILLS

Client Relations  
Public Speaking  
Organization  
Strategy  
Social Media

