

BRENNA TALLEY

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Areas of Expertise

Event Planning
Management

Branding

Project

Relationship Management

Public, Community, and Media Relations

Communications

Kansas State University, Manhattan, KS Bachelor of Science in Electronic Journalism and Mass Communications

Marketing Specialist III July 2016-present; Comcast Cable Corporation NBC Universal, Blue Springs, MO

- ◆ Developed a grass-roots marketing plan growing events schedule eight-fold through market research, resulting in a 300% year over year increase in connections
- ◆ Deployed with high level of execution regional marketing initiatives and successful creative employee functions, adhering to regional budget
- ◆ Cross-functional collaborator; 160 market sales, technical operations, construction, engineering team members. Project-based leadership
- ◆ Produced industry and employee communications and content through digital media, e-mail, video, and presentations
- ◆ Responsible for marketing in 1 of 2 nationally competitive regions; grew net add subscribers 105% year over year in service area
- ◆ Rolled out company best practices and marketing execution ensuring standardization, enhanced conversations with our customers, and how to best manage expectations
- ◆ Sports and community sponsorship management partnering with Division Marcomm and Sales and Business Development partners to include promotional development and media buy strategy
- ◆ Competitive knowledge expert through analytical reporting using Tableau, secret shopping, networking, monitoring direct mail, media alerts, and subsequent analysis of garnered information in hyper-competitive region

Marketing Coordinator December 2012-April 2016; Saint Francis Community Services, Salina, KS

- ◆ Social media manager strategizing and curating channel-specific content from ground floor, acquiring more than 1,000 followers on each platform during tenure, using Sprout Social and Hootsuite for digital management and monitoring
- ◆ Developed newsletters, press releases, radio copy, interview talking points, and online content
- ◆ Authored, maintained, and executed editorial calendars and production schedules
- ◆ Public spokesperson and liaison for media relations at annual events, conferences, and with local public
- ◆ Recruited 25% new foster and adoptive parents
- ◆ Wrote and sourced content of redesigned website and intranet
- ◆ Launched successful marketing initiatives of every department including CEO, HR, Adoption, and Recruitment
- ◆ Led brand continuity, quality, content, tone and design
- ◆ Developed cache of go-to freelance artists
- ◆ Partnered in development efforts and assisted in direct mail acquiring new and renewing existing donors contributing to the nearly \$90 million operating budget.
- ◆ Event planner for groundbreaking, invite only gatherings and community ribbon cuttings

Print Associate II February 2007-December 2012; Dex Media, Overland Park, KS

- ◆ Analyzed and identified process improvement, cost savings, invoices, and budget variances
- ◆ Authored and customized job aid manual supporting operations of department and expressing complex procedures concisely, clearly
- ◆ Consulted, tested, compiled process documentation and performed training for a \$2 million customized Oracle database from pre-launch to implementation and through regression testing

Senior Production Supervisor February 2005-February 2007; Ascend Integrated Media,
Overland Park, KS

- ◆ Trained new production employees on site at conferences and in office
- ◆ Extensive vendor relationship management
- ◆ Expert event planning, major medical associations, national industrial organizations
- ◆ Logistics coordinator for product transport from manufacturer or printer nationwide and into venues managed by trade unions
- ◆ Master proofreader, pressroom accuracy
- ◆ Audit post show experience reporting on successes, concerns, and results for management and other departments