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# Brenna Fels

## Experience

### **Entertainment Publicity Intern, *Press Here Publicity***

May 2023 – August 2023 New York, NY

- Devised campaigns to gain publicity for music artists releasing new songs, albums, tours and music videos
- Designed graphics for Instagram, highlighting press coverage earned for various artists
- Identified upcoming opportunities in appearances, events and interviews for clients to attend
- Organized weekly emails to clients detailing media coverage, earned impressions and upcoming events

### **Public Relations Research, *Spark! Syracuse Radio***

August 2022 – December 2022 Syracuse, NY

- Led and provided research to help raise the listenership of a younger audience for the radio segment Hit'N'Mix
- Analyzed the correlation between social media, young audiences and branding through surveys and focus groups
- Developed a comprehensive research proposal detailing the research methods, results and recommendations

### **Public Relations Intern, *Xhibition PR***

May 2022 – July 2022 Tel Aviv, Israel

- Created media kits for clients in the travel, lifestyle and design industries to send to journalists
- Conducted research and kept record of influencers and journalists to pitch stories to through a database
- Composed media clips by sourcing magazines and newspapers highlighting client coverage
- Kept clients up to date with media coverage through email reports detailing the media impressions earned

### **Social Media Intern, *Jewish Day School of the Lehigh Valley***

March 2020 – June 2020 Allentown, PA

- Designed and executed a social media campaign to engage and connect the community during quarantine
- Managed daily updates to Facebook page with school highlights, community events and at-home activities
- Created graphics for upcoming events, videos of holiday celebrations and end-of-the-year slideshows

### **Social Media Director, *Camp JCC***

June 2019 – August 2019 Allentown, PA

- Photographed and videographed high-quality images and videos of campers during daily activities
- Produced a video yearbook showcasing special experiences throughout the summer
- Crafted a weekly newsletter detailing the different activities that took place, upcoming events and reminders
- Posted daily photos and videos on Facebook featuring favorite camp moments from the day

## Skills

Adobe Creative Cloud, Microsoft Office Suite, iMovie, Canva

Mailchimp, MuckRack, WordPress

Instagram, Facebook, Twitter, YouTube, Snapchat, TikTok

**Certifications:** PESO, Google Analytics

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## Education

**S.I. Newhouse School of Public Communications** — Syracuse University

B.S. Public Relations | Minor in Psychology May 2024

GPA: 3.9 | Dean's List (all semesters) | Invest in Success Scholar