



## PUBLICIS - MIA

- Drove the digital asset process from inception to product correct completion: routing images, videos and copy through the FCA product team for approval before official launch of the website
- Responsible for documenting all of the incoming, outgoing and retouched assets for the websites of each car brand by keeping metadata trackers, Excel spreadsheets, agency file folders and team members up to date
- Worked cross-functionally with third party vendors, partner agencies and members from each department of the agency in an effort to deliver unified digital content, that aligned with the values of each brand, while meeting clients expectations and KPIs

## APPLE

- Provided software support for Apple consumers & business clients through the use of my technical knowledge, interpersonal skills & troubleshooting ability
- Used phone skills to promote Apple's hardware, software and service offerings

## FSU CAMPUS REC

- Analyzed data and insights from social to guide strategic solutions that drove brand awareness and high user engagement
- Developed an online presence for the university, which included managing social media accounts, writing fitness lifestyle articles and planning promotional events

## BBDO - ATL

- Assisted in the day-to-day management of collateral projects and miscellaneous campaigns for multiple brands
- Managed client documents and facilitated communication among other departments using a client-centric approach to ensure sold campaigns exceeded objectives
- Responsible for creating a digitally innovative strategy for Buffalo Wild Wings by using consumer trends and competitive analysis to meet client needs by using consumer trends and competitive analysis

## PASSIONATE PLAYMAKER

Despite being the youngest employee at Publicis Miami, working in a completely separate department in Project Management, I was invited to join the creative strategy team after being recognized for my ability to strategically assess and solve client needs via creative solutions.



## COLLABORATIVE COMMUNICATOR

My passions are to share and create ideas that connect people through technology and work cross-functionally to tell impactful stories. My ability to recognize the skills and strengths in others ensures that I will always work as a dynamic leader so that we all win as a team.

## LIFELONG LEARNER



Throughout my time in quarantine, I created a full fledged marketing plan / app idea which identifies two main opportunities that Nike can exponentially grow from:

- 1 the decline in exercise in Nike's target audience since the start of COVID-19 and
- 2 the lack of presence, from the brand, in this new form of social media. For more on this idea... [click here -->](#)

# BRANDO

## FLORIDA STATE UNIVERSITY '19

BS. INFORMATION, COMMUNICATION & TECHNOLOGY  
MINOR: PSYCHOLOGY

President of Advertising Club  
Co-Founder of Sports Analytics club



8/12/19  
<- visiting Nike HQ

## KEY ACCOMPLISHMENTS

- Pitched my very own campaign idea (#FindAFiat) to Publicis, which was to be presented to client before the COVID outbreak
- Successfully planned biannual trips for the FSU Ad Club which included: arranging 16+ agency visits, securing lodging for 100 club members and leading fundraising efforts
- Raised \$3,000+ in two weeks to support my online fundraising campaign for St. Jude's by implementing digital media strategy

## OUTSIDE INTERESTS

CREATOR  
writes music  
performs live shows  
designs t-shirts & logos

STUDENT OF  
fashion trends  
sneaker culture  
cinematic history

ATHLETE\*  
lacrosse coach  
basketball junkie  
NBA & NFL super-fan

[WWW.ITSBRANDO.COM/JUST-DO-IT](http://WWW.ITSBRANDO.COM/JUST-DO-IT)

8.19 - 4.20



1.18 - 2.19



9.17 - 11.18



5.18 - 8.18