

Jaylon Brinkley

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PROFESSIONAL SUMMARY

A skilled digital marketing professional with an interest in public relations and 5+ years of experience executing customer-facing strategy across multiple platforms. Successfully identifying gaps and creating digital content to establish and maintain brand presence is one of my strengths. Proven ability to lead effective marketing communications and social media campaigns with a focus on exceeding organizational growth goals in a timely manner.

EDUCATION

University of Texas - San Antonio

December 2014

B. A. in Communications | *Public Relations concentration*

PROFESSIONAL EXPERIENCE

Communications Associate, Frost & Sullivan, San Antonio, Texas

Apr 2015 - Present

- Spearhead effective marketing communications campaigns that position the people, products, services and events of both internal and external clients as industry leaders.
- Develop creative concepts with global and regional marketing teams to meet organizational goals.
- Lead the creation and strategic distribution of digital content including press releases and brochures, videos, social media and web, resulting in an increase of awareness, web traffic and lead generation.
- Implement best practices as defined by the SEO team when writing and enhancing marketing materials.
- Project manage department tasks to ensure polished product from development to completion.

Public Relations Intern, Proterra Advertising, San Antonio, Texas

Sep 2014- Feb 2015

- Composed digital content in the form of SEO optimized blogs and engaging social media posts (including Facebook and Twitter).
- Reviewed and edited brochures, videos and website content to ensure alignment with brand voice and message.
- Enhanced social media engagement by encouraging customer reviews and user generated content.

Marketing Assistant, UTSA Intercollegiate Athletics, San Antonio, Texas

Nov 2010-Mar 2012

- Assisted with event preparation and management including the promotion of the NFL Former Player Association.
- Participated in marketing meetings and brainstorming sessions to produce the most cost-effective results.
- Analyzed current marketing and events best practices and to effectively implement new strategies.
- Supported communications of suite holders, donors and sponsors.

AWARDS & RECOGNITION

Star Chapter Award, Public Relations Student Society of America

2013, 2014

LEADERSHIP & COMMUNITY INVOLVEMENT

Marketing Communications Consultant, Catchafire,

Sep-Present

- Guide nonprofits through the journeys of developing social media and blog strategies to reach their organizational goals.

Director of Membership, Public Relations Student Society of America - UTSA Chapter

May 2013- May 2014

- Led outreach efforts to recruit and retain organization members
- Succeeded in increasing organization membership through email outreach and campus advertising (i.e. student newspaper and television screens).
- Partnered with professional chapter (PRSA) to assign PRSSA members with industry professionals for shadow day learning experiences.

SKILLS & CERTIFICATIONS

Technical Skills: Hubspot Certifications (Inbound Marketing, Email Marketing, Social Media Marketing), Microsoft Suite (Excel, PowerPoint, Word, Teams), Google Analytics Qualified Individual, Hootsuite, Canva, Digital Marketing, Public Relations, SEO, Content Development, Project Management, Google Suite