



BRIELLE CAMPBELL

Winnipeg, MB briellemc8@gmail.com (204) 509-9306 [linkedin/in/brielle-campbell](https://www.linkedin.com/in/brielle-campbell)

PROFILE

- Full-time Creative Communications student graduating in April and specializing in Public Relations and Communications Management.
- Experience creating inviting shopping experiences at Vita Health Fresh Market while supervising employees and crafting displays.
- Successfully runs and assists with events/meetings at the Manitoba Sports Hall of Fame (MBSHOF) such as annual general meetings and ceremonies, coordinating event logistics and ensuring they function smoothly.
- Published a news release and wrote brand guidelines during an internship with the Winnipeg Sea Bears.
- Knowledge and experience developing strategies to increase marketing efforts and through school projects using excellent interpersonal skills.
- Works efficiently under pressure as a team lead for a mock news conference managing multiple deadlines with excellent attention to detail.
- Works proficiently in Microsoft 365 and Adobe Creative Suite.

SKILLS

EVENT COORDINATION

- Managed a mock news conference for Public Relations class as the team lead. Collaborated with multiple teams to create, assign, and manage deadlines for classmates, including resolving conflicts, coordinating media, and ensuring an organized environment for the journalism students.
- Currently assisting with logistics on the guest experience team for an annual event in Public Relations class. Wrote invitations with effective messages for different key publics, including students, donors, alumni, and staff, and am tracking RSVPs.
- Created a critical path and run sheet for a strategic event plan in Public Relations class, ensuring seamless execution of the event.
- Set up internal spaces at the MBSHOF for events and meetings multiple times a week. Catered to the client's objectives by changing table layouts and setting up presentations.

STRATEGY AND MEDIA RELATIONS

- Wrote a proposal to St. John's-Ravenscourt school for the MBSHOF pitching an internal display. The proposal was accepted and is currently in development.
- Created a strategic event plan in Public Relations class, including an event concept, key publics overview, sponsor proposal, promotional plan, budget, and evaluation. Developed strategies to increase attendance, enhance relationships with sponsors, and strengthen alumni/industry relationships.
- Created a content strategy for Working Draft magazine in Public Relations class to increase newsletter subscribers. Conducted research to write a situation and key publics analysis, analyzed metrics and insights for a content audit, and aligned objectives and strategy to amplify impactful messaging and build excitement for the newsletter. Created a content timeline and am currently executing a version of the strategy as a group assignment.



SKILLS (CONT.)

DIGITAL MARKETING AND DESIGN

- Created a marketing audit in Marketing: Data and Analytics class for Shelmerdine Garden Centre to address current marketing performance and efforts. The report included a company overview, market analysis, marketing objectives, strategies, and tactics, digital marketing assessment, SWOT analysis, marketing systems and processes. Provided insights and recommended fresh and relevant content that aligned with their objectives and target audience.
- Collaborated with classmates to create a three-email marketing nurture sequence in Marketing: Data and Analytics class for Shelmerdine Garden Centre's hypothetical digital loyalty program. Delivered concise and impactful messaging using subject lines, preview text, links/buttons, and personalized fields, driving customers to develop a relationship with the brand.
- Designed a brochure in Adobe InDesign about RRC Polytech's recommended study tips for Digital Media Design class using original photography. Used design principles such as contrast, balance, proportion, and hierarchy to create a visually appealing and cohesive design.

EDUCATION

CREATIVE COMMUNICATIONS DIPLOMA, Expected graduation May 2025
Red River College Polytechnic

EXPERIENCE

WORK PLACEMENT, November 2024 - December 2024
Winnipeg Sea Bears

Description: Interned in the Winnipeg Sea Bears communications department for three weeks to improve external communications experience in a sports environment. Spent my first week writing a published news release about the upcoming CEBL championship. Developed skills in key messaging and assisted with the back-end of ticket sales.

COMMUNITY ENGAGEMENT ASSISTANT, May 2024 - November 2024
Manitoba Sports Hall of Fame

Description: Assisted with several events during a summer job with the Manitoba Sports Hall of Fame and was invited to continue the position while I was committed to school. Oversaw, set up, and tore down for annual general meetings, ceremonies, Fringe Festival shows, etc. Assisted with ticket entry for the annual induction ceremony.

SALES ASSOCIATE/BACKROOM COORDINATOR, November 2020 - August 2023
Vita Health Fresh Market

Description: Trained new employees as the longest-working employee at Vita Health Fresh Market at the time. Oversaw training at the front till by solving customer service issues and fixing POS system malfunctions and regularly changed front-facing displays.

VOLUNTEER, January 2022 - January 2024
Meals on Wheels

VOLUNTEER, January 2020 - Present
Siloam Mission Winnipeg, MB

References available upon request