

# BRENNA VICKREY

*Operations & Project Management*

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## PROFILE

I am a current Director of Marketing at an independent Internet Service Provider and authorized DIRECTV Dealer. I have experience in Operations and Project Management, specializing in the technology and startup industries. I have worked for some of the largest brands in Los Angeles, including the Los Angeles Dodgers and California Institute of Technology.

## EDUCATION

**2009- 2015** University of Oregon - Double Major

School of Journalism & Communications  
BS in Advertising

College of Arts & Sciences  
BS in History

## EXPERIENCE

**2018-Present** Director of Marketing | Consolidated Smart Systems | InstantON

Executed email marketing campaigns, website design, rebrand, pricing structures, marketing collateral, worked with DIRECTV (AT&T) to maintain compliance, created systems for efficiency and improvement in nearly every department, restructured the marketing budget to 70% of previous spend, submitted reimbursements to DIRECTV totaling over \$50,000, launched 300+ new internet/DIRECTV communities and 20+ internet system build-outs, managed dozens of special projects, improved reporting systems, trained 30+ customer service agents, successfully transitioned our entire customer base from one billing platform to another, etc.

**2017-Present** Freelance | Graphic Design, Web Development, Branded Content, Events, etc.  
A variety of design and project-based services for freelance clients and companies.

**2018-2017** Project Manager | California Institute of Technology

Website redesign, development of online on-boarding procedure, event design and planning for 1,000+ guests, graphic design.

**2017-2015** Program & Event Associate | Los Angeles Dodgers Accelerator | R/GA Ventures

Worked directly with Dodgers ownership and investment groups to coordinate and execute their 2015 and 2016 Startup Accelerator Programs.

**2015-2009** Manager | Ron's Island Grill

Operations, employee and team management, scheduling, inventory ordering, etc.

## SKILLS

Communication, Creating Processes and Procedures for Efficiency, Organization, Adobe InDesign, Microsoft Office, Canva, Marketing Campaigns, Web Design, Google Drive, Market Research, Reporting, Managing Budgets, Editing, Project Management, Operations, etc.

## CONTACT

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REFERENCES AVAILABLE  
UPON REQUEST.

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