

Bria Walker

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EDUCATION

UNIVERSITY OF HOUSTON

Bachelor of Art

Major in Art; Minors in Technology Leadership and Innovation Management

Houston, TX

2022

WORK EXPERIENCE

LASER SHOT SIMULATIONS

Marketing Associate & Web Designer

Stafford, TX

Feb 2023 – Aug 2024

- Honored as Employee of the Month for November 2023 due to the successful launch of redesigned company websites - lasershot.com and srlivefire.com.
- Spearheaded the design and implementation of responsive cross-platform websites, resulting in a 40% increase in user engagement and a 25% reduction in bounce rates across all devices.
- Designed eye-catching marketing materials, both print and digital, for trade shows and other events, utilizing Adobe Creative Suite.
- Assisted the Marketing Manager with the planning and promotion of high-profile industry events, ensuring all marketing materials, invitations, and logistics were handled promptly.
- Crafted compelling social media graphics using tools such as Adobe Photoshop and Illustrator. ; The introduction of interactive content such as demonstrations, and user-generated content significantly boosted engagement rates. Posts featuring video content saw a 50% higher engagement rate compared to static images.
- Regularly monitored social media analytics to track post performance and audience demographics; The company experienced a 40% increase in followers across Instagram, Facebook, and X (Twitter)..

NUU GEN ENTERTAINMENT LLC

Social Media Manager (Contract)

New York, NY (Remote)

Dec 2022 – Present

- Achieved a 25% increase in followers, growing the community to over 10,000 engaged users
- Implemented an effective hashtag strategy that increased post reach by 20%, leveraging trending and niche-specific hashtags.
- Leveraged Instagram Insights and third-party analytics tools (Metricool & Later) to monitor performance metrics, refine content strategies, and deliver actionable insights for continuous enhancement.
- Developed a cohesive brand identity for social media content creation; utilized Canva Teams to ensure team members had seamless access to design assets.
- Monitored social media trends, industry developments, and competitor activities to identify growth opportunities and maintain up-to-date best practices.
- Ensured that all content and collateral were following the brand standards.
- Effectively managed multiple marketing projects simultaneously, ensuring timely completion and adherence to deadlines through meticulous planning, prioritization, and collaboration with cross-functional teams.

TEXAS CARIBBEAN STUDENTS ORGANIZATION

Student Marketing Director

Houston, TX
Jan 2022 – Apr 2024

- Created a comprehensive training program for the founder and social media team on the WIX Dashboard, resulting in a 60% increase in content updates and improved site management efficiency across four key areas.
- Harnessed graphic design software, including Adobe Creative Suite, to produce visually compelling content that adhered to brand aesthetics and captivated the target audience.
- Developed and executed a digital strategy, leveraging advanced analytics tools such as Later, resulting in an 11.1% increase in Instagram page growth and generating 55,143 impressions in 2022.
- Collaborated with cross-functional teams to orchestrate cohesive and impactful social media campaigns, leveraging project management tools like Google Workspace to optimize workflows and adhere to deadlines.
- Oversaw the execution of a marketing campaign, ensuring all digital and print advertisements were completed and distributed according to the schedule.

ACADIA

Account Ambassador (Intern)

Atlanta, GA (Remote)
Aug 2021 – Jan 2022

- Delivered outstanding support to the Head of Socials in devising and executing numerous successful social media campaigns, substantially boosting brand visibility and engagement.
- Leveraged analytical tools such as Google Analytics and social media insights to evaluate and optimize Acadia's digital marketing strategy, resulting in a 30% increase in website traffic within five months.
- Partnered closely with the Marketing Manager to deploy data-driven strategies, encompassing SEO optimization, content creation, and targeted advertising, to accelerate user acquisition and retention.

ACTIVITIES

UH CARIBBEAN STUDENTS ORGANIZATION

Committee Member

Houston, TX
Jan 2021 – Dec 2022

- Led the design efforts for social media content, flyers, brochures, and merchandise, ensuring all materials aligned with brand standards and effectively engaged the target audience.
- Coordinated and organized community events, including back-to-school drives, fundraisers, scholarship galas, and social events, fostering community engagement and support.

SKILLS

Proficient in Adobe Photoshop, Illustrator, and XD, Social Media Management, Time & Project Management, Content Creation, UX/UI Design, SEO, Collaboration, Adaptability, HTML/CSS