

# Brecken Elizabeth Hobbs

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## Education

### University of South Carolina, DMSB

Bachelor of Science: Marketing & Management, *Darla Moore School of Business*

Minor in Advertising & Public Relations

GPA: 3.7

Awards: Dean's List, President's List, multiple recipient; Life Scholarship

Columbia, SC  
August 2015 – May 2019

## Work Experience

### Cusick Media

#### *Producer & Media Coordinator*

Nashville, TN  
Dec 2021 - Current

- Carry out all production coordination for content shoots, visualizers, music videos, events and brand strategy
- Work alongside the CEO and handle all internal duties (scheduling, travel booking, client relations, bookkeeping, etc.)
- Manage a portfolio of (32) clients
- Collaborate with the client, director, and editor as the creative director
- Create, develop, and execute innovative digital marketing campaigns and content treatments
- Grow and engage social network communities (e.g. Instagram, Facebook, Tik Tok, LinkedIn)
- Responsible for drafting and updating all project launch budgets, in addition to all accounting duties, including, but not limited to, purchase orders, invoices, and reconciliations
- Work closely with Social Media and Creative teams to conceptualize innovate ways for individual growth
- Plan, organize and execute all company events
- Commission research to increase our understanding of the market and evaluate brand performance over time
- Conduct behind the scenes photography

### CANA Wine Company, Nashville Wine Storage & Barrel Station

(3 sister companies)

#### *Director of Operations / Marketing Director*

Nashville, TN  
July 2019 - October 2021

- Worked directly with our catalog of clients
- Provided comprehensive support to the CEO - scheduled travel, meetings, bookkeeping etc.
- Created and wrote all advertisement graphics, online content and newsletter campaigns to an audience of 4k clients
- Organized all promotional and social events
- Fulfilled accounting duties for all three companies including purchase orders, invoices, reconciliation, and sales receipts
- Oversaw hiring responsibilities including, but not limited to, conducting interviews
- Wrote and finalized contracts
- Managed all social media platforms for all 3 sister companies (Instagram, Facebook, LinkedIn)
- Designed and launched a new website for CANA Wine Co, a multi-million-dollar e-commerce company
- Conducted all photography including events, products, etc.

## IT Skills

Quickbooks, Microsoft Word, Excel, PowerPoint, Canva, Mailchimp, Zoom Info, Zoom, Wix, Stripe, Pixieset, Dropbox, Corecommerce, iMovie, Planoly, Calendly