

PRINCESS K. BROWN

-Marketing & Communications-

RELEVANT WORK EXPERIENCE

BEST NC, Cary, NC

Communications & Engagement Coordinator | August 2018-Present

- Manage the statewide teacher recruitment initiative, TeachNC:
 - Serve as intermediary between the North Carolina Department of Public Instruction and TEACH.org to facilitate workflow and develop content to deliver against grant-driven KPIs
 - Act as day-to-day contact for current and potential partner organizations school districts, and universities.
 - Maintain relationships with project stakeholders and manage diverse and occasionally conflicting expectations
 - Implement and manage project changes
 - Partner with BEST NC's Policy Director and CEO to cultivate relationships with like-minded political, academic, community partners to strengthen and advance the TeachNC initiative
 - Represent TeachNC as a member of various working groups and committees, including Governor Cooper's DRIVE Taskforce.
- Set and guide strategy for all communications to consistently articulate BEST NC's vision; engaging BEST NC members, strategic partners, education stakeholders, and the general public in creating a positive, student-focused conversation about education in North Carolina.
- Outline, edit, design, and format the annual update and supporting documents
- Develop marketing content for multiple channels including email, web, and print

North Carolina Mutual Life Insurance Company, Durham, NC

Marketing Specialist | June 2017-August 2018

- Developed the corporate social media strategy
- Wrote the content calendar for the corporate Facebook and Instagram accounts
- Designed social media graphics for the corporate Facebook and Instagram accounts
- Designed and format out the 2017 Annual Report
- Copyedited the "Fast Start Kit," a training piece that is distributed to new agents
- Developed the standard operating procedure for on-boarding newly recruited life and health insurance agents
- Trained sales team management on the on-boarding process
- Tracked weekly recruitment across the company's 4 primary regions
- Provided administrative support to the Vice President of Life and Health Sales
- Provided contracting support to newly recruited agents
- Coordinated the company's first Regional Directors' Summit
- Trained Marketing Specialists on new agent contracting procedures

BowStern Marketing Communications, Tallahassee, FL

Account Management Intern | May 2016-August 2016, January 2017-May 2017

- Crafted copy for flyers, posters, websites, eblasts, and social media posts
- Conducted research for internal purposes and client projects
- Attended strategy meetings and brainstorm sessions

EDUCATION

Florida State University

Master of Arts, Integrated Marketing Communications | May 2017

Graduate Certificate, Multicultural Marketing | May 2017

Claflin University

Bachelor of Arts, Psychology | May 2015