

Amy Borngrebe

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EDUCATION

BACHELOR OF ARTS
Journalism and Media
Communication
Colorado State University
2017

SKILLS

ADOBE CREATIVE SUITE

Illustrator
●●●●●○

Premiere Pro
●●●●●○

InDesign
●●●●○○

Lightroom
●●●●○○

Photoshop
●●●○○○

SOCIAL MEDIA

Facebook

Instagram

Snapchat

Twitter

Pinterest

Youtube

Reddit

LANGUAGES

English (first language)

Spanish (conversational)

PROFESSIONAL EXPERIENCE

INTREPID SEA, AIR & SPACE MUSEUM

Venue Marketing Manager / June 2018-Present

- Oversee short-term and long-term marketing communication development to support engagement among internal and external partners of the department
- Manage production of all digital and print materials for department's advertising creative, social media channels and marketing events
- Plan and execute annual event planner showcase that resulted in new business for the following year
- Increase brand awareness through social media by creating and adopting a social media strategy to increase the Venue Sales and Events department's following and engagement by over 200 percent over a 12-month period
- Execute larger on-going marketing projects including successfully managing the completion and design of the department's new website

SEMESTER AT SEA / INSTITUTE FOR SHIPBOARD EDUCATION

Social Media Coordinator / July 2017-April 2018

- Developed and implemented new social media strategy in order to increase program enrollment and build community around the brand
- Produced high quality photo and video content for digital and print materials, voyage blog, and social media platforms
- Increased Instagram following by 15 percent and increased engagement from three percent to six percent over a four-month period
- Traveled to 10 countries over four months to document authentic student experiences abroad like community service, cultural interaction and self-discovery
- Managed three employees in order to meet deadlines, complete 40 videos and finalize over 50 different marketing initiatives

THE CAREER CENTER, COLORADO STATE UNIVERSITY

Marketing Coordinator / May 2017-August 2017

- Managed marketing team project lifecycles through planning, delegation and client follow-up
- Ensured continued team productivity through the creation and implementation of an intern training program

Social Media and Marketing Intern / August 2015-April 2017

- Increased student awareness of career services through the creation of marketing campaigns based on researched student trends
- Designed and created digital and print materials for over 100 different marketing campaigns targeted toward career events and services
- Doubled engagement on Instagram within a year by designing a detailed and thorough social media plan
- Responsible for planning, shooting and editing all marketing videography for a business with 50 full-time employees

LEADERSHIP & INVOLVEMENT

SEMESTER AT SEA

Trip Liaison / Spring 2018

ALTERNATIVE BREAKS, COLORADO STATE UNIVERSITY

Site Leader / May 2016-May 2017