



Brittany WRIGHT

I am a mother, minimalist, and dog lover, with a passion for creativity, business, and the general public.

OBJECTIVE

Aid businesses and establishments with organizational and operational tasks, offer insight regarding digital media, and to help foster customer, client, and employee relationships.

SKILLS

- customer service
- client relationships
- organization
- time management
- computer proficiency
- project management
- quick learner
- self starter
- independent
- detail oriented
- social media

CONTACT ME



249-878-4049



connect@brittanywright.ca



brittanywright.ca



@BritWrights

References Available upon Request

WORK EXPERIENCE

Social Marketing and Brand Consultant – Laking Motors [Oct 2017 – Present]

- Social media and digital marketing for the Laking Group of Companies, consisting of Laking Toyota, Laking Pre-Owned Vehicles, Northern Nissan, Hertz Car Rental, Imperial Collision Centre, and Forest & Lawn
- Social media account and content management and strategy
- Development of brand awareness and online reputation
- SEO (search engine optimization) and generation of inbound traffic
- Cultivation of leads and sales
- Implementation of a content editorial calendar to manage content and plan specific, timely marketing campaigns
- Promote content through social advertising
- Oversee design (ie: Facebook Timeline cover, profile pic, thumbnails, ads, Twitter profile, etc.
- Design, create and manage social promotions and campaigns
- Manage efforts in building online reviews and reputation. Monitor online reviews and respond to each review

Freelance Writer [December 2015-September 2017]

- Provide clients with articulate, fully edited, ready to publish articles
- Excellent time management skills and ability to meet deadlines
- Extensive research skills, information sourcing, and networking
- Clients include well-known travel and tourism publications such as Trivago, Sudbury Tourism, Attractions Ontario, and Northeastern Ontario Tourism

Digital Business Owner / Blogger [April 2014 - Present]

- Create, edit, and publish sponsored articles and tutorials on various topics
- Provide clients with detailed post-campaign reports
- Establishing a brand
- Development of brand awareness and online reputation
- Content management
- SEO (search engine optimization) and generation of inbound traffic
- Cultivation of leads and sales
- Implementation of a content editorial calendar to manage content and plan specific, timely marketing campaigns
- Extensive social media knowledge and strategic planning
- Promote content through social advertising
- Impeccable organizational skills, basic bookkeeping, and time management
- Compliance with Creative Commons and Ad Standards Canada regulations
- Graphic and web design, basic web development
- Attention to detail and adhering to deadlines and contractual obligations

VOLUNTEER EXPERIENCE

S.A.I.N.T.S - Animal Rescue Organization

- Aided in transportation, intake, and fostering of rescue puppies
- Performed administrative duties
- Organized and attended fundraising and awareness events
- Designed, created, and continuously maintained the organizations website