

PORSCHÉ BROWN

CONTACT

porschenbrown@gmail.com
www.linkedin.com/in/pnbpr
www.pnbcomms.com

EDUCATION

B.S., Public Relations
Graduated: Dec 2023
Kennesaw State University

Relevant Coursework:

- Media Relations
- Crisis Communication
- Public Relations Writing
- Digital Publication Design

CERTIFICATIONS

HubSpot:

- Email Marketing
- Social Media Marketing
- Digital Marketing
- Inbound Marketing
- Google Analytics

EXPERIENCE

Marketing Specialist 3, Regional

Sept 2024 – March 2025

Comcast – Atlanta, GA

- Coordinated 10+ regional store openings and promotional events, generating an average of 1,800 visitors per location during opening week and strengthening brand presence in local markets
- Created and implemented a budget tracking system in Excel to manage the budget for a team of 6, improving accuracy and streamlining reporting
- Developed a standardized request form for store managers to access regional support, a process later adopted by other company divisions to improve efficiency and communication
- Designed and wrote digital, print and in-store marketing content, ensuring consistent brand messaging and driving higher customer engagement
- Collaborated with PR and crisis communication teams, aligning public relations with marketing goals and contributing to preparedness and response strategies following Hurricane Helene

Communications Intern

May 2024 – Aug 2024

Comcast – Atlanta, GA

- Led project management for major initiatives like the Big South Intern Cross-Functional project on company intranet site Viva Engage, driving seamless execution and organizational efficiency
- Authored press releases, quotes and blog content, enhancing Comcast South's communication and brand visibility
- Pitched stories and executed follow-ups, securing media placements in outlets like 11 Alive and The Atlanta Journal-Constitution
- Managed organic social media for regional activations, publishing over 40 posts and boosting regional engagement
- Balanced diverse team needs by prioritizing tasks and managing workloads, ensuring smooth collaboration and timely project completion

Digital Communications Intern

Sept 2023 – March 2024

Arthur Page Society - Remote

- Collaborated closely with the Director of Digital Experience & Insights to provide support for various marketing and communication initiatives
- Managed the day-to-day tasks related to email marketing, focusing on both content creation and distribution
- Assisted in analyzing marketing data to enhance our strategies and maximize effectiveness
- Aided in implementing social media plans, aimed at increasing engagement and visibility across platforms
- Provided essential administrative support to team members

SKILLS

- Adobe Creative Suite
- Microsoft Office Suite
- Strategic Communication
- Social Media Management
- Content Creation
- Copywriting
- Data Analysis
- Problem Solving
- Task Management

LEADERSHIP

Communications Committee

PRSSA – KSU

- Management of social media platforms for KSU PRSSA
- Digital design of marketing materials
- Copywriting for blog posts
- Collaboration to brainstorm ideas for student outreach

Social Media and Marketing Lead

June 2023 – Aug 2023

Student Volunteer Services Summer Vista - Kennesaw State University

- Managed a team of three to develop and execute a summer social media campaign that increased student social media engagement by 59%
- Collaborated with cross-functional teams to integrate social media into marketing for upcoming events
- Designed and implemented print materials such as flyers and totes to promote the department
- Utilized Adobe Premiere to create a promotional video highlighting major volunteer event called Day of Service

Digital Content Intern

Jan 2023 – May 2023

Student Volunteer Services - Kennesaw State University

- Utilized Canva, Adobe Photoshop, and Premiere to create engaging visual content for target audiences
- Collaboratively developed and executed social media campaigns to promote major departmental projects and events:
 - GivePulse - Increased traffic to GivePulse, the department's volunteer platform, by 30%
 - Day of Service: Reached max capacity of volunteers a week prior to event
- Managed department Instagram account by scheduling content, monitoring messages and maintaining a consistent brand presence
- Improved Instagram reach to 161% and engagement to 88% from January to May

Account Liaison

Jan 2023 – May 2023

Peak Communications – Kennesaw, GA

- Collaborated with team members to develop, pitch, and execute a public relations campaign
- Met 180% of the objective to generate interest and 113% of the objective to increasing social media engagement, exceeding campaign goals
- Communicated directly with client to arrange meetings, provide updates, and streamline interactions with the team
- Assisted with event planning and the creation of digital and print promotional campaign materials

Chat Customer Service Representative

Sept 2014 – March 2023

The Home Depot – Kennesaw, GA

- Strengthened brand reputation and customer loyalty by effectively managing multiple client interactions and communication channels
- Mentored team members on customer engagement strategies, improving overall marketing effectiveness and team performance