



## BROOKE BREWER

251-622-4238  
brookebrewerr@gmail.com  
862 Sea cliff Drive, Fairhope AL 36532

Dear Hiring Manager,

I am excited to apply for the Public Relations position at [Company Name]. As a senior at Auburn University majoring in Public Relations with a Business minor, I have gained strong skills in strategic communication, brand management, and digital marketing. My experience includes helping local startups and nonprofits increase visibility and community engagement, along with studying business abroad in Milan and Madrid, which gave me a global perspective on marketing and public relations strategies.

In addition to my coursework, I have worked as a marketing intern, where I gained valuable experience in digital marketing and content creation. My role involved collaborating with a sales team to support their efforts through marketing strategies, creating digital campaigns, and driving community engagement through social media.

I also worked directly with startups and nonprofits, creating PR strategies to boost their public image and organizing events that enhanced community outreach. With my experience in marketing, public relations, and sales support, I am confident I can contribute effectively to your team. I would love the opportunity to bring my skills in communication and digital marketing to [Company Name].

Thank you for your time and consideration. My resume is attached, as well as my professional portfolio, which includes samples of my work. I will make myself available to speak with you at your earliest convenience.

Sincerely,

*Brooke Brewer*

Brooke Brewer



## BROOKE BREWER

PUBLIC RELATIONS PROFESSIONAL

### *About me*

I am a senior studying Public Relations at Auburn University with a minor in Business. I have experience in marketing and website design. Strong creative and analytical skills.

### EXPERIENCE

#### MARKETING INTERN

SylvanSport – Brevard, North Carolina

2024 – Present

- Create campaigns to boost brand awareness and sales
- Develop digital strategies, manage social media, design graphics, and analyze trends in data
- Provide sales support and assist with customer inquiries

#### SOCIAL MEDIA STRATEGIST

The Auburn Plainsman Newspaper – Auburn, AL

2022 – 2024

- Cultivated visually appealing social media content
- Managed all social media accounts
- Collaborated with the social team to promote newspaper articles

#### COMMUNITY OUTREACH COORDINATOR

Fly Creek Watershed Preservation Association – Fairhope, AL

2021 – Present

- Manage website and social media platforms
- Coordinate with surrounding preservation organizations
- Raise donations and find sponsors

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(link to digital portfolio)

### EDUCATION

#### BACHELOR OF ARTS

Auburn University

2022-2024

### SKILLS

- Proficiency in Canva, Adobe Express, Qualtrics, and Premiere Pro
- Polished public speaker with exceptional writing skills
- Excellent interpersonal communication skills
- Web Design
- Project Management Tools
- Data Analysis
- Proficiency in HubSpot



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