

# BRITTNEY LUBESKI

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## CAREER OBJECTIVE

Personable and driven individual with experience in research, consulting, leading, and serving in a variety of different ways. In the constant pursuit of knowledge and always looking for better ways to improve.

## SKILLS

### Teamwork

Capable of both leading and working within large and small teams to efficiently and effectively achieve goals

### Strategic Problem-Solving

Skilled in critical thinking to identify possible problems and solutions with the big picture in mind to create a positive outcome.

### Effective Communication

Proficient in listening and relaying information to groups of all sizes.

### Organization Marketing

Proven strength in accurately representing and promoting a company while speaking to customers over the phone and in-person.

### Empathy

Ability to recognize and understand the audience to which I'm working and/or selling to in order to accomplish the desired results

### Advanced Skills in...

Google Workspace

Canva

Creative Cloud (Lightroom & Photoshop)

## EDUCATION

### BIOLA University

Bachelor of Science in Business

Administration, Concentration in Marketing

Graduation: May 2023

GPA: 3.9

## EXPERIENCE

### Marketing Coordinator

*With Hope: The Amber Craig Memorial Foundation, Anaheim, CA*  
May 2022 - Present

Facilitating and executing the contents of my plan (see below), along with implementing and redesigning the way With Hope tracks outcomes that speak to their success. These numbers are then utilized within other aspects of the organization such as grant writing, donor impact, and volunteer/staff development.

### Marketing Consultant (Senior Project)

*With Hope: The Amber Craig Memorial Foundation, Anaheim, CA*  
January 2022 - May 2022

Created a year-long marketing plan including a full situational analysis, depicting the internal and external environment. This led to recommendations and strategies to help shape the company's future success. All findings and recommendations were backed by research and stakeholder interviews.

### Marketing Research (Senior Project)

*Pilgrim's Coffee House, Fullerton, CA*  
August 2021 - December 2021

Created an extensive marketing report after conducting secondary research, customer interviews, focus groups and a survey.

### Admission Events Assistant

*Biola Admissions, La Mirada, CA*  
August 2020-Present

Leading, planning, and organizing, all admissions events. Communicating with department heads, students and families.

### Marketing Intern

*Outside the Bowl, Non-Profit, Oceanside, CA*  
September 2018 - February 2019

Analyzed previous marketing avenues by tracking their success. Tested and created a new marketing plan for their social media accounts.