

BRITTNEY LUBESKI

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CAREER OBJECTIVE

Personable and driven individual with experience in research, consulting, leading, designing 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.

Attention to Detail

Talent in creating/ designing visuals that are eye-catching and cohesive.

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 in order to accomplish the desired results

Advanced Skills in...

Google Workspace

Canva

Creative Cloud (Lightroom & Photoshop)

EXPERIENCE

Marketing Manager

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

Facilitating and executing the contents of my plan, 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. Additionally, I worked on redesigning their presentation slides, bereavement book, social media platforms, website pages, and campaign logos on Canva Premium.

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, designing, and organizing, all admissions events. Creating graphics, logos, flyers, and swag for prospective students. Communicated with department heads, students, and families through each step of the planning process.

EDUCATION

BIOLA University

Bachelor of Science in Business

Administration, Concentration in Marketing

Graduation: May 2023

GPA: 3.9