

# Lenda Brewer

[www.lendahandyu.com](http://www.lendahandyu.com)

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## Specialties:

Coordinating  
E-Commerce  
Marketing  
MultiMedia

## Advertising:

Basic WebDesign  
Digital Strategy  
Facebook Ads/Video  
Graphic Design  
Instagram  
Media Buying  
SEO/SEM  
Social Media

## Media:

Assistant Producing  
Audio Engineer  
Basic Video Editing  
Call Sheets  
Camera Operator  
Casting Assistance  
Craft Service  
Event Production  
Location Scouting  
Photography  
Research  
Stage Hand  
TV Graphics  
Videography

## Writing:

Blogging  
Copywriter  
Journalism  
Online Content  
Public Relation

## Software Programs:

Adobe Acrobat  
Adobe Audition  
Audition  
Adobe Creative Suite  
Basecamp  
Clickability  
Constant Contact  
Dashboards  
Drop Box  
Excel  
Facebook Analytics  
Google Analytics  
Google Adwords  
Google Sheets  
Hootsuite  
Illustrator  
iTunes  
Indesign  
Photoshop  
Mailchimp  
Publisher  
Quickbooks  
Scenechronize  
Teleprompter  
Tricaster  
Wide Orbit  
Word  
Wordpress  
Mac and PC proficient

## EXPERIENCE

### 01/2020 - Current - **Freelance Digital Strategist / Event Marketing**

- SEO Content Writing
- Website Design
- Social Media Management
- Graphic Design
- Marketing Consulting

### 07/2018 - 01/2020 – **Bookkeeper / Digital Marketing Assistant / Trainer**

Historic New Orleans Tours

- Payroll invoicing data entry
- Profit and Loss report generating
- Online sales data analysis
- Social Media coaching and monitoring

### 02/2016 - 03/2017- **Digital Strategist**

Dolce Advertising – New Orleans

- Project Manage Digital Advertising campaigns with up to a dozen clients
- Review SEO, SEM, Google Analytics, various publication reporting results
- Review and arrange invoices, budgets
- Review script copy, audio, visual for video advertising

### 08/2015 - 01/2016 - **Associate Producer**

Bellum Entertainment – New Orleans

Shows: Corrupt Crimes, Crime Files: The Homefront, It Takes a Killer

- Select Footage based on scripts, Request FOIA information to Government Agencies.
- Hiring courthouse stringers to obtain copies of records.
- Transcription, Fact checking, final script review and edits.
- Assist with submitting budgets, invoices.

### 01/2015 - 06/2015 - **Marketing Admin Assistant / Asst. Media Buyer**

BrownRice Marketing-Metairie, LA

- Social Media Management for a dozen accounts.
- Media Buying Scheduling.
- Customer Service talking points training
- Liaison for Google, website designer, clients and media reps.

## EDUCATION

Associate Degree - Multi-Media Electronic Imaging Graphic Design - Metropolitan Community College

Bachelor's Degree - Mass Media Communications Advertising/Public Relations - Univ. of Nebr

## LANGUAGES

Intermediate Sign Language, Spanish and Korean

## REFERENCES

Upon Request