

Brianna Marie Harris

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EXPERIENCE

Southington Cheshire Community YMCAs Marketing & Special Events Coordinator

Aug 2024 - Present

- Collaborated on marketing strategies and special events for Annual and Capital Campaigns, achieving 105% of the campaign target
- Built and maintained relationships with hundreds of members, donors, and community partners, strengthening engagement and driving continued financial support.
- Provided administrative support by managing hundreds of donation records and coordinating logistics for 10+ fundraising and community events, ensuring seamless execution and attention to detail.
- Created marketing materials (flyers, newsletters, digital content) for Annual Campaign and Capital Projects, ensuring 100% compliance with YMCA branding standards while reaching thousands of community members.

Connecticut Sun (WNBA) Game Day Presentation Intern

May 2025- September 2025

- Coordinated setup and visibility of sponsor signage and branded activations across 20 home games, ensuring 100% compliance with partner agreements and maximizing brand exposure.
- Executed in-arena promotions and concourse experiences, engaging 9,000 fans per game and contributing to a 19% increase in sponsor ROI metrics (surveyed engagement, redemption, or exposure).
- Represented the Connecticut Sun at 2+ community and promotional events (Rhode Island Pride & Boston Block Party), directly engaging with 200+ attendees, increasing brand awareness, and driving a 27% lift in grassroots ticket sales inquiries.
- Worked alongside the partnerships and marketing team to contribute to sponsor relations, campaign planning, and activation strategy, strengthening understanding of sports business operations.

15 Seconds of Fame

Social Media Marketing Intern

Aug 2023 - May 2024

- Searched and curated content from 15SOF league partnership games (NBA, NCAA, MLB, and more) daily, sourcing 20–30 high-quality posts per week that contributed to increased social engagement and consistent brand presence.
- Applied knowledge of key social networks and algorithms to optimize post timing, format, and content.
- Assisted in developing social media tactics, campaign plans, and partnership activations, supporting initiatives that achieved measurable business goals including audience growth (+4.96%), follower acquisition (+2.5%), and increased content reach (+20%).

EDUCATION

Syracuse University, Syracuse, NY

Bachelor of Science in Marketing Management & Bachelor of Arts in Spanish Language, Literature & Culture

- **Related Coursework:** The Business of Sport, Brand Management, Consumer Behavior, Essentials of Marketing
 - **Activities:** Alpha Chi Omega Assistant VP Recruitment and Assistant House Manager
- Study Abroad Program: Madrid, Spain

COMMUNITY INVOLVEMENT

Vera House Volunteer

- Syracuse-based nonprofit dedicated to ending domestic and sexual violence, providing support, advocacy, and education programs to survivors and the community.

Sandy Hook Promise Leader

- Support initiatives to prevent gun violence and promote school safety through education, advocacy, and community engagement.

SKILLS & ADDITIONAL INFORMATION

Creative: Adobe Creative Cloud (Adobe Photoshop, Illustrator, Lightroom), Microsoft Suite (Outlook, Illustrator, Excel, Word, Powerpoint), Coding (R)

Certificates: Google AI Powered Ads, Student Success Mentor, Seal of Biliteracy

Interests: Photography/Videography, Sports, Traveling, Cooking, Dogs