

BRENNA *bc.* CAMMERON

graduate EDUCATION

2009 M.A., MAGAZINE, NEWSPAPER, AND ONLINE JOURNALISM
S.I. NEWHOUSE SCHOOL OF PUBLIC COMMUNICATIONS · SYRACUSE UNIVERSITY, N.Y.

undergraduate EDUCATION

2008 B.S., PROFESSIONAL AND TECHNICAL COMMUNICATIONS
ROCHESTER INSTITUTE OF TECHNOLOGY · ROCHESTER, N.Y.

work EXPERIENCE

AUG 2009 - CURRENT THE WEEK MAGAZINE ONLINE ASSISTANT EDITOR · THEWEEK.COM
Daily: Research, pitch, write and fact-check several news and opinion briefs · Source, edit, and post all photos, political cartoons, and multimedia

Feb - March 2010: Extensive work on website relaunch. Efforts include conceptualizing new supertopic and topic structure formats, creation of slideshow module, populating new CMS, debugging, creating original content

Jan - Feb 2010: Manage all interim social media efforts during search for online marketing manager

JUNE - DEC 2009 WINE ENTHUSIAST MAGAZINE ASSISTANT TASTING COORDINATOR
Organize and store submitted wines · Set up tastings · Research and write front-of-book pieces for the magazine · Arrange and set wine tastings for director · Fact-check buying guide · Attend industry events

SUMMER 2009 REDBOOK MAGAZINE INTERN · BEAUTY DEPARTMENT
Research/write health and beauty FOB pieces · Created web content and multimedia slideshows · Organize beauty closet · Maintain PR contacts, conduct desksides meetings, attend industry events

SPRING 2009 THE SYRACUSE POST-STANDARD INTERN · NEWSWRITING
Research, report, fact-check and edit news articles and feature pieces for the city's only daily newspaper

2008 - 2009 SYRACUSE UNIVERSITY INSTRUCTIONAL ASSOCIATE, COM 107

2007 - 2008 FINANCE AND ADMINISTRATION AT RIT COMMUNICATIONS LIAISON
Created comprehensive PR campaign designed to encourage dialogue between students and administration · Spearheaded development and publication of five campus-wide publications designed to explain plans for the Institute's future · Researched and wrote freelance content for "RIT green" sustainability website

2007 JETBLUE AIRWAYS RIT "CREW BLUE" MARKETING INITIATIVE
Promote JetBlue brand on campus using both traditional and guerilla marketing tactics · Engage students with Facebook group of more than 1,000 members · "Outstanding Campus," "Most Innovative Marketing"

2004-2008 RIT REPORTER MAGAZINE STAFF WRITER, FEATURES EDITOR
Wrote and edited articles for the nation's only weekly tri-color university publication

additional SKILLS

MICROSOFT · WORD, EXCEL, POWERPOINT ADOBE · PHOTOSHOP, INDESIGN, DREAMWEAVER,
FLASH WEB · HTML, CSS, JAVA OTHER · AUDACITY, SOCIAL NETWORKS, BLOGS, TWITTER

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585.576.3624

BRENNACAMMERON@GMAIL.COM · 325 MANHATTAN AVENUE · BROOKLYN, NY 11211