

Brittany Cline

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Notable Works

- *with love, and sunflowers*: I wrote this poetry book throughout college, compiling poems for the last four years and spent the entirety of 2023 putting it together and eventually self-published it in November of 2023. This book is about the beauty, the ugly, and everything in between, and how we grow through what we go through. Linked here: https://www.barnesandnoble.com/w/with-love-and-sunflowers-brittany-cline/1144242805;jsessionid=D3CD7B3DFF5E0E2C4D0B74CCE899774B.prodny_store02-atgap04
- *The Rest*: This short psychological thriller follows a broken mother and her troubled daughter. I wrote, produced, and directed this entirely on my iPhone 11, linked here: <https://brittanycline.com/short-film/>
- *Fernwood Ave*: This mockumentary style pilot episode script follows the day to day life of families in suburbia and the ups and downs they experience as new parents, as well as befriending other new parents they meet on their street. Linked here: <https://brittanycline.com/wp-content/uploads/2024/03/script-fernwood-ave.pdf>

Skills

Software - Final Cut Pro, Adobe Creative Suite, Celtx, Box, Mac OS, Social Media Platforms, Nexonia, Sprout Social, Microsoft Office Suite, Yardi, Salesforce, CapCut

General - Copy-editing, SEO, Multi-medium Publishing, Brand Campaigning, Writing, Social media planning/Trend following, Brand Storytelling

Experience

Marketing Administrator

Sept 2023-Present

Simon Properties Group, West Town Mall- Knoxville, TN

- Plan social media posts/reels/stories a week in advance for Instagram and Facebook, pre-write copy, take photos in the mall to promote different brands each week, and utilize Sprout Social weekly to plan and schedule
- Talk with customers that come in and out of the mall office, check-in contractors, work with numerous amounts of people day to day to get different work done
- Answer the phone and help customers with inquiries
- Conduct administrative work such as entering checks, copying and saving check amounts into folders, organize lost and found monthly, work with tenants to get monthly sales reports and report them back to Office Administrator

- Working with Marketing Director to plan and orchestrate events, work with non profits and organizations to partner with for events throughout the year, coordinating leasing deals and keeping track of several leases at one time for events going on in the mall, and booking influencers to promote stores in the mall
- Schedule volunteer opportunities for the team

Associate Producer

Feb 2023-May 2023

Jupiter Entertainment, Credits: For My Man- Knoxville, TN

- Researched ongoing and past criminal cases to find media coverage, mugshots, and status of episode focus
- Created document mockups for key props and on-screen visuals
- Organized physical and electronic files and documentation received from FOIA outreach and news media outlets
- Maintained a checklist of releases, media outreach, and project tasks to inform management of current project status
- Acted as the primary source for questions regarding factual history of criminal cases for managed episodes and periodically fact checked scripts as requested
- Followed up on all field interviews by checking off releases, sending thank you notes, and submitting payments through Nexonia

Social Media Coordinator / Office Administrative Assistant

June 2021-Jan 2023

ADS Phoenix Inc- Knoxville, TN

- Initiated a social media campaign across Instagram, Facebook, and LinkedIn to enhance company visibility and doubled customer following over the course of three months
- Drafted and published a press release about our September 2021 Open House to invite customers to learn about the company; utilized in a speech by Mayor Kincannon
- Generated estimates and purchase orders for clients and continually monitored timeline project progress
- Produced client invoices and manifested spreadsheets for company accountant
- Created mockup graphics in Adobe Illustrator to give clients an idea of their projects before purchase

Stylist

Madewell- Columbus, OH and Knoxville, TN

June 2019-July 2021

- Managed a cash drawer and operated a POS system for all customer purchases
- Assisted customers in outfit coordination, selection, and stock availability
- Informed customers of ongoing store promotions and client retention system as well as credit opportunities and purchase incentives

Sales Associate

Build A Bear Workshop- Columbus, OH

April 2018-Sept 2018

- Brought children through the process of building a bear
- Provided light-hearted conversation as the children and parents moved through the lines

- Kept track of stock in backroom

Education

Otterbein University- Westerville, OH

2017-2020

Bachelor of Arts in English- Creative Writing

Double Minor in Art History and Journalism/Media Communications