
MARINA BRANSLEY

24 South Meacham Grove ♦ Santa Cruz, CA 95062
510.323.0134 ♦ m.bransley@email.com

EDUCATION

UNIVERSITY OF TEXAS – Austin, TX, December 2010

- Bachelor of Science in Advertising; Business Foundations Minor
- GPA: 3.8/4.0; Dean's List all semesters
- Senior Fellows Honors Program, selection based on exceptional academics, 2009 – Present

CHINESE UNIVERSITY OF HONG KONG – Hong Kong, Summer 2010

- Researched, planned and pitched fictional Kit Kat candy ad campaign to 30-student international advertising class

EXPERIENCE

TOCQUIGNY, Executive Intern/Interactive Associate, Austin, TX, January 2010 – Present

- Provide key support and complete ad hoc projects for CEO and COO of leading marketing/interactive services firm
- Partnered directly with Senior Developer on \$100K website overhaul for prominent law firm, Brown McCarroll LLP, managing completion of critical web content
 - Completed 80% of content review ensuring quality and accuracy utilizing ExpressEngine for the first time
 - Efficiently sourced problems and implemented code fixes in HTML
- Significantly contributed to \$800K website analysis/redesign initiative for major electric company personally conducting extensive audience needs analysis, drafting user questionnaire and completing 75% of target audience interviews
- Developed new client leads by thoroughly researching nearly 100 companies and targeting specific contacts – presented 10 viable prospects to CEO resulting in three sales calls and one formal sales presentation
- Completed essential groundwork for development of highly innovative Jeep iPhone application, TripCast, efficiently researching and analyzing three primary competitors, creating client presentation and tracking analytics post-launch

THE CUPCAKE BAR, Sales Representative, Austin, TX, Spring 2007 – Present

- Promote public relations for local start-up company handling custom cupcake orders for up to 75 events including birthdays, weddings and corporate functions – personally booked over 25 events to date

DENNIS PUBLISHING, Project Management/Advertising Sales Intern, London, England, Summer 2009

- Worked closely with Creative Project Manager of independent publisher assisting with plan formulation, budgeting and resource allocation for three interactive ad campaigns – key clients included Fiat 500 and Canon
- Directly assisted project manager on 10-page high-profile internet ad campaign for Timberland, the firm's largest client, organizing ad content, efficiently planning/overseeing photo shoots and coordinating up to 45 internal and external resources
- Completed sales training and effectively negotiated with four clients on ad space in *Men's Fitness*, *The Week* and *Maxim* gaining valuable insights on the sales process for print/electronic magazine advertisements

FÊTE WEDDING AND EVENT PLANNING, Associate Planner, New York, NY, Summer 2008

- Actively supported planning, execution and management of 14 elite weddings with budgets up to \$1MM providing complete day-of-event coordination for three events
- Effectively negotiated at least 18 contracts directly coordinating with up to 35 vendors for upcoming events

ADMANOR, INC., Copywriter, Aptos, CA, Summer 2007

- Drafted and edited eight print/internet advertisements for multimedia marketing company directly partnering with clients including Courtesy Chevrolet
- Wrote and published 12 online summaries for California State Library's fall edition web magazines

HUTTON SHERER MARKETING, ADVERTISING & DESIGN, Focus Group Coordinator, Capitola, CA, Spring 2007

SKILLS/ACTIVITIES/INTERESTS

- Fluent in Spanish
- President, Texas Belles Event Planning Organization, University of Texas, Austin, TX, 2008 – 2009
- Volunteer, Austin Music Foundation, 2009 – Present
- Interests include competitive soccer, travel, swing dancing and collecting vinyl records from 1940's-1980's