

Brenna Malmberg

LinkedIn: www.linkedin.com/in/brennamedia

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WORK EXPERIENCE

Punkpost, handwritten greeting card service, remote
Social Media and Marketing Manager, May 2017 to present

- Manage 60,000-plus audience on Facebook, Twitter, LinkedIn, Pinterest, Instagram and TikTok accounts
- Create photo, graphic and video content for all social media platforms using Adobe Creative Suite (Photoshop, InDesign and Illustrator)
- Plan and execute email marketing newsletters
- Collaborate with team on product launches and key events
- Initiate ambassador program and coordinate community engagement

Punkpost, handwritten greeting card service, remote
Handwriting Artist, September 2016 to present

- Handwrite and send greeting cards daily for customers

Houzz, home remodel and design platform, Palo Alto, California
Associate Editor, September 2016 to March 2018

- Discover, write and edit more than 300 articles with millions of views
- Manage a team of 12 contributing writers

KiwiCo, kid STEAM project and subscription company, Mountain View, California
Editorial Associate, January 2016 to June 2016

- Create content for five monthly print publications
- Strategize and edit weekly DIY projects for online platforms

Palo Alto Weekly, online news and weekly newspaper, Palo Alto, California
Associate Editor, July 2015 to January 2016

- Produce weekly Home & Real Estate section of the newspaper
- Conceptualize, create and edit five special publications/magazines

News Link, corporate newsletter company, Lincoln, Nebraska
Editor, August 2012 to May 2015

- Edit newsletter content for companies, such as Union Pacific and ConAgra
- Act as liaison between News Link and Amtrak Corporate Communications

News Link, corporate newsletter company, Lincoln, Nebraska
Graphic Designer/Corporate Journalist, November 2011 to July 2012

- Design newsletters, brochures and posters to promote company goals
- Gather and write stories for online and print publications

Alpha Dog Marketing, marketing company for nonprofits, Lincoln, Nebraska
Designer/Content Writer, July 2011 to October 2011

- Design, edit and write nonprofit newsletters

EDUCATION

The University of Kansas, Lawrence, Kansas

Bachelor of Science in Journalism, Highest Distinction
Bachelor of Arts in Geography, High Distinction
Graduated May 2011

Italian Summer Language and Culture Study Abroad Program, Florence, Italy
Concentration in Italian, June 2009