

Resume: Brooke Hester



Brooke Hester

701 E Chapman Avenue
Orange, CA 92866
949-606-3065
brooke@communicationslab.com

Summary

Brooke is a dedicated professional with a strong foundation in communications and public relations. She excels in managing social media platforms, crafting compelling copy, and facilitating public outreach initiatives. Her meticulous approach to client relations and strategic communication highlights her passion for amplifying client voices and driving successful public affairs campaigns.

Education

Associates Degree, Communications
Bachelor of Arts, Communications & PR
Certificate, Digital Communications

Areas of Expertise

Social Media Management
Strategic Communication
Community Outreach
Public Affairs
Event Management

Program Proficiency

Leadership
Event Management
Community Engagement
Public Outreach
Short and long-form copy
Time Management
Efficient Communications
Microsoft Office
Canva
Mailchimp
Asana

Public Affairs Executive

Communications LAB, Orange, CA
April 2024-Present

- Provide comprehensive account management support for multiple clients with a focus on government agencies.
- Perform project-specific research to support public outreach and event planning.
- Implements client-specific strategic planning and communication goals.
- Develop and execute social media, email communication and newsletter campaigns to engage client audiences.

Public Affairs/Social Media Intern

Communications LAB, Orange, CA
August 2023-December 2023

- Coordinated event logistics and communication, ensuring successful outcomes and positive attendee experiences.
- Crafted visually appealing social media graphics with engaging copy, driving increased traffic and engagement.
- Created event newsletters that significantly increased ticket sales.

Podcast Host & Producer

Straight Up, On the Rocks
2020-2020

- Conceptualized and produced weekly podcast episodes covering a range of topics resulting in increased listenership and engagement.
- Developed a social media strategy to promote the podcast resulting in a 40% increase in followers and a 30% increase in engagement.

Freelance Social Media Manager

Il Sole Nuova Cucina, Rancho Santa Margarita, CA
2020-2022

- Created promotional marketing deliverables for special events, resulting in increased attendance.
- Consistently posted on social media platforms, successfully engaging and growing the audience.
- Developed and maintained a cohesive brand identity across all marketing materials.