

BRINISHA KOLENKO

Communications Coordinator

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(748) 221-2694

123 Maple Street, Salt Lake City, UT
84101



PROFILE

Dedicated Communications Coordinator with 2 years of experience in effectively managing internal and external communications, developing strategic messaging, and fostering strong media relationships. Proficient in content creation, social media management, and event coordination to enhance brand visibility. Skilled in collaborating with cross-functional teams to achieve organizational goals and objectives. Adept at leveraging strong analytical and project management skills to drive communication initiatives and ensure consistent messaging.

LINKS

[linkedin.com/in/brinishakolenko](https://www.linkedin.com/in/brinishakolenko)

SKILLS

Copywriting

Social Media Management

Graphic Design

Public Relations

Email Marketing

Adobe Creative Suite

Google Analytics

LANGUAGES

English

Urdu

EMPLOYMENT HISTORY

Communications Coordinator at Qualtrics, UT

Mar 2023 - Present

- Successfully developed and executed a strategic communications plan for Qualtrics' annual conference, resulting in a 25% increase in attendance and a 40% increase in social media engagement.
- Spearheaded a targeted email marketing campaign that boosted open rates by 35% and click-through rates by 20%, leading to a 15% increase in new customer acquisitions.
- Managed and optimized the company's social media presence, driving a 50% increase in organic followers and a 30% increase in website referral traffic within the first year.

Assistant Communications Coordinator at Vivint Smart Home, UT

Aug 2021 - Feb 2023

- Successfully managed a social media campaign that increased Vivint Smart Home's online presence, resulting in a 30% increase in followers and a 25% increase in engagement rates within six months.
- Coordinated and executed a successful product launch event for Vivint's latest smart home device, attracting over 500 attendees and garnering extensive media coverage, leading to a 20% increase in sales in the first quarter.
- Developed and implemented a comprehensive internal communications strategy that improved employee engagement scores by 15% and reduced turnover rates by 10% within a year.
- Secured high-profile media placements for Vivint Smart Home, including features in Forbes, TechCrunch, and CNET, which led to a 12% increase in website traffic and a 7% increase in new customer inquiries.

EDUCATION

Bachelor of Arts in Communications at University of Utah, Salt Lake City, UT

Aug 2017 - May 2021

Relevant Coursework: Public Relations, Media Studies, Journalism, Digital Marketing, Intercultural Communication, Mass Media Law, Advertising, Social Media Management, and Visual Communication.

CERTIFICATES

1. International Association of Business Communicators (IABC) Communication Management Professional (CMP)

Jan 2022