
JENNIFER BRANDT

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My driving force and biggest strength is the way I dynamically engage with others. With experience in both event production and marketing, I find it a breeze to pivot roles creating one-of-a-kind experiential events. As founder of 8th Nation, a full-service marketing and event company, I have been able to let my creativity, innovation, and attention to detail truly shine. I am in search of clients and/or a company that will let me stretch my creative wings to execute unforgettable events. It's how people connect with an experience that makes it successful, and a memorable connection is what I am able to produce with ease for every experience I create.

SKILLS

- Event Coordination
 - Project Management
 - Strategic Planning
 - Social Media Marketing
 - Proficient in Sprout Social
 - SEO (Google Analytics)
 - Audio & Video Editing
 - Basic HTML/CSS/PHP
 - Basic Adobe Photoshop/InDesign
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EXPERIENCE

THOUGHTWORKS

Event Coordinator/Talent Acquisition

New York, NY; March 2015–Current

- Produced major recruiting events for the NYC & Philadelphia markets including press conferences with Oliver Stone and Edward Snowden/Julian Assange and Hackathon's for This American Life and Sony Music.
- Incoming recruitment numbers increased by 25% over previous 5 years.

STROLLING OF THE HEIFERS/ WINDHAM GROWS

Marketing & Social Media Coordinator

New York, NY; March 2012–Current

- Defined digital and social media strategy for non-profit with widespread social justice and mission spanning several sectors.
- Social media engagement increased by 30%

8TH NATION

Founder & CCO

New York, NY; March 2012–Current

- Founded boutique experiential marketing firm specializing in unforgettable bespoke events.
- Produced a variety of successful events for clients ranging from famed Hip Hop photographer Ernie Paniccioli to wellness brand Red Flower.

CITIZEN CIDER

Marketing & Social Media Coordinator

Burlington, VT; March 2013–November 2014

- Coordinated promotional events, social media campaigns and new marketing initiatives for acclaimed hard cider company.
 - Social media engagement increased by 35%.
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EDUCATION & PROFESSIONAL DEVELOPMENT

UNIVERSITY OF VERMONT; 2007 - Bachelors of English, Minor in ALANA (Race Relations in the US)

GENERAL ASSEMBLY; 2018 - 10 Week Digital Marketing Course Certificate.

* Additional information and references available upon request.