

BREANNA HEATH

✉ breannahbusiness@gmail.com

OBJECTIVE

Highly motivated sales associate with extensive customer service and sales experience. Outgoing sales professional with track record of driving increased sales, improving buying experience, and elevating company profile with target market.

EXPERIENCE

E-Commerce Dropshipping

Business Owner

Jan. 2019 — Present

- Lead generation
- Influencer marketing
- Social media
- KPI's
- Identifying target markets
- Web development
- Facebook ads
- Spotting trends
- Ad creatives
- Customer service

The Epoch Times

Breaking News Reporter

Newport, CA

April 2020 — Oct. 2020

- Helped build breaking news team
- Two 800 word articles written daily
- Collaboration with editor
- Superb communication
- Teamwork
- Fact checking
- Fast paced
- Copy editing
- Conducting interviews
- 100% accuracy required

Spot Revolution

Assistant Creative Director

Feb. 2019 — March 2020

- Developed brand strategies adhering to company's core mission
- Curated articles to generate leads from readers
- Social media management
- Identified target markets
- Reached out to stakeholders
- Aesthetics/Artistic merit
- Collaboration
- In-depth research

EDUCATION

Ball State University

BS, Magazine Journalism (Major)

Telecommunications Video

Production (Minor)

Sustainability (Minor)

Muncie, IN

CORE COMPETENCIES

- Organic B2B Lead Leverage and Lead Nurturing
- Cold Sales
- Social Media Marketing
- Superb Written and Oral Communication
- Stellar Customer Service
- Project Management
- Facebook Advertisement
- Relationship Building
- Market Research
- Customer Retention
- Structured Sales Approach
- Buyer Psychology
- Problem Solving Skills
- Adaptability
- Quick Learner
- Goal-Oriented
- Action Taker
- Highly Motivated
- Committed and Dedicated
- Proactive and Self-Motivated

Fox Sports Radio

Data Collector | Photographer

Indianapolis, IN

July 2017 & May, 2019

- Indianapolis 500: Helped interview drivers after race
- Big Ten Championship: took photos of players on field after game
- Brickyard 400: helped keep records during race for broadcaster

The Indianapolis Monthly

Reporter | Editor

Indianapolis, IN

Sep. 2018 — Nov. 2018

- Pitched story ideas to editor
- Fact checked pieces before publish
- Wrote short pieces for magazine
- Further enhanced knowledge in AP style writing

APME-ASNE News Leadership Conference

Reporter | Photographer | Videographer

Austin, TX

Sep. 2018

- One of five journalism students selected to report at conference
- Worked on tight deadline
- Multitasked, working on multiple stories at once on deadline
- Curated compelling interview questions quickly
- Networked with some of the biggest names in journalism
- Team collaboration

Ball State Debate Team

Crossfire | Parliamentary

Muncie, IN

Jan. 2018 — April 2019

- Partook in exponential amounts of research
- Explored pros and cons to various resolutions
- Varsity Member
- Teamwork
- Communication
- First place speaker in 4 out of 6 debates in nationals
- Second place speaker in other 2 debates

Ball State Reporting Sustainability

Data Collector | Reporter

Muncie, IN

Aug. 2016 — Dec. 2016

- Collaborated with a team on creating an in-depth sustainability report of Ball State University for fiscal year 2015. Tasks required interviewing stakeholders and expert sources, collecting data and building a cohesive narrative adhering to specific aspects and indicators provided in the sustainability reporting implementation manual. Findings were presented at a national GoGreen Conference in Washington D.C..

Ball Bearings Magazine

Junior Executive | Reporter | Editor

Muncie, IN

Jan. 2016 — May, 2018

- Junior executive overseeing writers' work
- Edited stories
- Researched and gained extensive knowledge on various topics
- Reported on national issues while keeping local perspective
- Interviewed primary and expert sources for written pieces
- Involved with social media team

LINKS

www.breannaheath.com