

Keara Brosnan

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EXPERIENCE

iObeya, Seattle/Paris - *US Marketing Manager*

MARCH 2021 - PRESENT

- Create and edit English content for web pages, webinars, social media, etc.
- Track KPIs for LinkedIn and Beamer, a user communication channel within iObeya
- Grew LinkedIn followers by 60%; averaged 1.5k impressions and 86 clicks per post

Sensiba San Filippo LLP, Remote - *Marketing Communications Coordinator*

JUNE 2020 - FEBRUARY 2021

- Posted blog posts via WordPress following stringent SEO standards
- Increased LinkedIn followers by 14% and Instagram followers by 7%

iRhythm Technologies, San Francisco - *Marketing Coordinator (Contract)*

JANUARY 2020 - JUNE 2020

- Measured KPIs to calculate ROI for drip email marketing campaigns
- Assisted with digital content development aligning with V2MOM

Wish, San Francisco - *Communications Specialist, Merchant Platform*

JUNE 2019 - NOVEMBER 2019

- Collaborated with global stakeholders (product managers, engineers, VPs) to deliver 6+ announcements weekly to increase adoption of policies and features

Burson, Cohn & Wolfe, San Francisco - *Account Executive*

AUGUST 2018 - MAY 2019

CLIENTS: Qualcomm, Accenture, Asurion, HERE Technologies

- Compiled 6-8 coverage reports monthly and created press releases, pitches, briefings and media lists for coverage in Refinery29, Variety and FutureTech Podcast

GlobalFluency, Inc., San Jose - *Jr. Public Relations Associate*

MARCH 2017 - JULY 2018

CLIENTS: Foxit Software, ThreatMetrix, CMO Council, Catalina Marketing, BPI Network, The Bistro

- Managed digital media campaigns, built media lists and crafted pitches to garnish coverage in top publications (The Wall Street Journal, Entrepreneur)

EDUCATION

UNIVERSITY OF DENVER, DENVER, CO

B.A. Strategic Communications: Media, Film & Journalism Studies

MARCH 2016

PROFESSIONAL DEVELOPMENT: LINKEDIN LEARNING PATHS

Become a Marketing Specialist

Become a Content Strategist

MARCH 2021