

BRYNN HENNESSEY

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A lifelong people person, driven to turn curiosity into connection and eager to uncover the emotional and strategic threads that unite brands with their audiences.

WORK EXPERIENCE

U.S. Committee for Refugees and Immigrants **Communications Specialist, Digital Marketing**

March 2026– Present
Arlington, VA

- Lead digital marketing and social media strategy for a national nonprofit, managing organic and paid campaigns across Instagram, Facebook, LinkedIn, X, YouTube, and Bluesky to advance fundraising, advocacy, audience growth, and organizational visibility.
- Grew USCRI's digital audience to 85K+ within six months, including 10% Instagram growth, while increasing engagement 26%, engagement rate 71.3%, and video views 97.4% through audience-driven content and expanded video strategy.
- Translate breaking news, complex immigration policy, and humanitarian issues into timely, accessible digital campaigns; lead creative development from strategy and copywriting through design, filming, editing, and distribution across short-form and long-form video, graphics, event promotions, and campaign toolkits.
- Manage Meta and Google Ads, campaign calendars, analytics, and cross-functional projects, partnering with policy, development, program, and field teams to execute rapid-response and long-term campaigns that drive donations, newsletter acquisition, awareness, and engagement.

Digital First Labs **Digital Marketing & Brand Strategist**

May 2024 – February 2026
Dallas, TX

- Lead creative intake and production processes from concept through completion, collaborating with designers, videographers, and external vendors to deliver cohesive campaigns.
- Assist with talent sourcing, shoot coordination, and vendor collaboration, providing on-set support to bring narratives to life.
- Support cross-functional teams through calendar management, production logistics, and briefings to maintain alignment across stakeholders.
- Write, edit, and publish content such as press releases, blog posts, social copy, and internal communications to ensure consistent messaging.

C2X Wrestling Academy **Executive Director**

May 2025 – May 2026
Indian Land, SC

- Lead strategic direction and operations for a 501(c)(3) and establish governance policies, board contracts, and operational handbooks to ensure compliance and best practices.
- Direct large scale capital campaign to expand facilities, including board development, donor tier creation, and all fundraising strategy.
- Drive organizational growth through donor recognition systems, digital giving platforms, and community-focused events.

Lucy's Auburn Restaurant **Social Media Manager**

September 2023 – May 2024
Auburn, AL

- Managed social media strategy and content creation to boost brand visibility and engagement, growing the following 10% to over 11.4K.
- Shot and edited promotional photography for menu items, using Instagram, Facebook, graphics, and outreach to drive customer interest.
- Developed and edited promotional video content for cocktail features, creating reels in Premiere Pro and collaborating with teams on a cohesive cross-platform content strategy.

Mixology Clothing Company **Videography Intern**

May 2023 – August 2023
New York, NY

- Served as a Videography Intern, creating engaging short-form content to drive brand awareness and sales.
- Filmed weekly eCommerce shoots for new clothing arrivals, editing videos for use in social media marketing and advertisements.
- Conceptualized and produced high-performing video content for Instagram and TikTok, aligning with platform trends and strategies.

LEADERSHIP

Alpha Gamma Delta Sorority **Director of Videography**

June 2022 – June 2023
Auburn, AL

- Produced social media video content for Alpha Gamma Delta, conceptualizing storyboards and executing on-site shoots for tours, interviews, and merchandise launches while growing the recruitment return rate from 89% to 97%.

Miss Auburn Campaign **Lead Videographer**

December 2022 – February 2023
Auburn, AL

- Directed the video marketing campaign for the 2023 Miss Auburn (SGA) Runner-Up, leading production from pre- to post-production to deliver impactful, engagement-driven content.

ADDITIONAL DATA

- **Programs:** Adobe Premiere Pro, Adobe After Effects, Canva, Sprout Social, Asana, WordPress, Wix, EveryAction
- **Involvement:** Alpha Gamma Delta Sorority

EDUCATION

Auburn University: Bachelor of Arts, College of Liberal Arts
• GPA: 3.91 – *Summa Cum Laude*; Major: Film; Minor: International Studies
Joseph S. Bruno Auburn Abroad in Italy
College of Human Sciences

May 2024
Auburn, AL
August 2022 – November 2022
Arricia, Italy