





# Candice D. Brew

Integrated Marketing | Public Relations

 Candice Brew

 @CandiceBrew

 CandiceBrew.wix.com/eportfolio

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## Education

**UNIVERSITY OF MISSOURI-COLUMBIA**, 2012–2016

**BACHELOR OF JOURNALISM**, Strategic Communication emphasis

**MINOR IN TEXTILE & APPAREL MANAGEMENT**

**CERTIFICATE IN MULTICULTURALISM**

## PR & Marketing Experience

**ART DIRECTOR | ADZOU**, 2016, Columbia, MO

- Led and executed all art direction and graphics for student-led strategic campaign
- Assisted with in-depth research and strategy

**FASHION PR & MARKETING INTERN | THE HIVE**

**SHOWROOM**, 2015, New York, NY

- Managed sample closet + drafted pitch letters to be sent to magazine editors and stylists
- Co-managed and created social media content (@antonellohandbags + @thehiveny), saw large growth in followers
- Worked on set of photo shoots and assisted with model bookings and castings
- Worked during Adidas #ADlgirl presentation

**MARKETING & EVENTS INTERN | ALIVE MAGAZINE**, 2014, St. Louis, MO

- Assisted with event planning, promotion and production of STL Fashion Week, STL Pride week, the annual Hot List STL event, Handmade Happy Hour and other large-scale events

**COMMUNITY ADVISOR | UNIVERSITY OF MISSOURI**, 2014–2016, Columbia, MO

- Managed social media for South Residential Hall and DIRY Residential Halls
- Planned several events and community service trips each month for over 300 student residents

**EVENT COORDINATOR → DIRECTOR OF MARKETING | ELITE**, 2014-2015, Columbia, MO

- Promoted to Director of Marketing after excelling as event coordinator
- Managed all marketing strategy, art direction and bookings, including appearances by **Miss Missouri USA 2015** and **Miss Teen Missouri USA** at Little Miss ELITE academic pageant

## Skills

Mail Chimp  
Illustrator

Photoshop  
Excel

CMS  
Pitching

Final Cut Pro  
Event Planning

InDesign  
Social

## Journalism Experience

**ARTS&BOOKS REPORTER | VOX MAGAZINE**

2014, Columbia, MO

- Reported and pitched weekly for Arts & Books department
- Won national and regional awards for "Our Blue Highways" multimedia travel story

**REPORTER | THE COLUMBIA MISSOURIAN**

2014, Columbia, MO

- Conducted variety of legal and weather-related research and breaking news reporting

**FASHION COLUMNIST | COLLEGE GLOSS: MIZZOU**

2012-2013, Columbia, MO

- Pitched and wrote weekly street style column and emerging designers column
- Coordinated and styled fashion show/launch party

## Awards

**NATIONAL WINNER: CONSUMER**

**MAGAZINE ARTICLE: PLACES** (Association for Education in Journalism and Mass Communication "Student Magazine Contest" National Awards) 2015

**REGIONAL WINNER: BEST USE OF MULTIMEDIA FOR "OUR BLUE HIGHWAYS"** (Society of Professional Journalists Region 7 "Mark of Excellence Awards") 2014, Omaha, NE

**WINNER: BEST NEWS OR FEATURE SERIES** (Missouri Press Association "Better Newspaper Contest") 2015

**NATIONAL FINALIST: BEST USE OF MULTIMEDIA FOR "OUR BLUE HIGHWAYS"** (Society of Professional Journalists National "Mark of Excellence Awards") 2014

**YOUNG, BLACK & GIFTED HONOREE** (Black Women Rock!) 2015, Columbia, MO

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