

# BRITTNEY FINATO

MARKETING, SOCIAL MEDIA, PUBLICITY

## CONTACT DETAILS

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## EXPERTISE & SKILLS

Microsoft Office

Adobe Suite + Canva

Visual + Product Merchandising

Photography

Project Management

Content Schedulers: CoSchedule, Hootesuite, etc.

Email Marketing: Emma + MailChimp

Management Software: Trello + Slack

Social Media: Instagram, Twitter, etc.

## EDUCATION

### MS, Book Publishing

Portland State University (June 2019)

### BA, English

Portland State University (March 2017)

## ACTIVITIES

### Queer Identity in Publishing-Adjacent Careers

Panelist (May 2021)

### Human Rights Advisory Committee

Committee member (January 2021 - Present)

### Public Safety Center Plaza Naming Committee

Committee member (February 2021 - Present)

### Ooligan Press Mentor Program

Mentor (September 2021 - Present)

### VoiceCatcher

SM + Event Coordinator (October 2019 - March 2020)

### NLO, Center for Women's Leadership

Student attendee (June 2019)

### Association of Writers & Writing Programs

Volunteer (March 2019)

### Modern Feminism in Book Publishing

Moderator (February 2019)

### School Board Campaign

Writer (February 2019)

### Literary Arts

Photographer (November 2019)

## EXPERIENCE

### Virtual Receptionist

Ruby Receptionists | August 2020 - Present

- Handle calls efficiently and in a timely manner
- Build rapport with both client and caller
- Write effective messages for clients
- Remote onboarding

### Marketing + Publicity

Quail Run Editorial | February 2020 - Present

- Research media outlets for each project
- Write copy for pitch letters and other media collateral
- Outreach marketing + publicity campaigns
- Collaborate with authors to develop goals and personalized campaigns

### Social Media + Marketing Coordinator

Overcup Press | October 2018 - September 2020

- Oversee team meetings and provide feedback for branding and quality
- Research and outreach for social media campaigns
- Create best practices documents for all social media outlets
- Attend meetings with industry professionals

### Publishing Team Member

Ooligan Press | January 2018 - June 2019

- Create social media and marketing collateral: images + copy
- Proofread, copyedit, and write copy for press publications
- Blog concept creation and basic html tagging
- Attend pitch and department meetings

### Assistant Social Media Manager

Ooligan Press | January 2019 - March 2019

- Attend and run social media + marketing meetings
- Develop and oversee projects
- Maintain social media content schedule
- Provide feedback for quality and branding consistency

### Social Media + Marketing Intern

Overcup Press | June 2018 - September 2018

- Produce original copy for website and social media
- Design sales sheets, author questionnaire's and other marketing collateral
- Develop blog concepts and social media collateral
- Partner with local businesses for photography project

## ADDITIONAL WORK

### Customer Service Associate

Kohl's | April 2015 - October 2018

### Courtesy Clerk

Safeway | August 2014 - March 2015

### Student Coordinator + Inclusive Rec Monitor

Portland State University | November 2012 - July 2014