

Brianna Hackler

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Marketing Specialist • As a journalist-turned-marketer, I possess a unique blend of creative skills that enable me to solve problems and build brand reputation through compelling content. With a passion for photography and design, I excel in crafting captivating brand narratives. I am eager to leverage my extensive expertise in design, content creation, and marketing to deliver visually inspiring and informative materials that drive value for an organization.

Professional Experience

JANUARY 2022 – PRESENT

Marketing Specialist | Skagit Farmers Supply | Burlington, WA

- Developed and executed comprehensive email, social media and direct mail marketing strategies, achieving alignment with business goals and promotional calendars.
- Supported B2B initiatives by developing impactful sales support materials such as sell sheets and targeted email campaigns, aligning content with the needs and preferences of business customers.
- Managed and optimized daily and weekly email campaigns for two brands, utilizing data analysis and A/B testing to increase campaign effectiveness and reach.
- Achieved a 35% increase in digital reach across multiple websites and social profiles through the creation of optimized written and visual content.
- Established and maintained brand identity standards by curating a comprehensive media library, ensuring consistent use of logos, themes, and visuals across all marketing materials and channels.
- Collaborated cross-functionally to align customer retention strategies with overall business objectives, resulting in enhanced customer loyalty and increased repeat purchase rate.

JULY 2017 – DECEMBER 2021

Marketing Assistant | Skagit Farmers Supply | Burlington, WA

- Orchestrated the production and proofing of multifaceted marketing collateral spanning print, electronic media, trade shows, direct mail, and signage, ensuring seamless delivery of consistent brand messaging.
- Cultivated relationships across diverse communities to bolster media relations efforts, significantly enhancing brand visibility and fostering a positive public perception.
- Monitored and curated content on social media platforms, adeptly responding to inquiries and engaging with the audience, while strategically directing relevant queries to appropriate personnel, thereby cultivating a customer-centric online presence, increasing social media reach by 54%.
- Conducted market research and competitive analysis to provide insights into industry trends, customer preferences, and competitor strategies

JULY 2023 – JUNE 2024

President | Fidalgo Island Rotary Club | Anacortes, WA

- Spearheaded key decisions within the 50+ person Rotary Club, balancing multiple perspectives and interests to drive consensus and implement impactful initiatives, showcasing strong analytical and decision-making skills.
- Championed the integration of new technologies and modern marketing techniques within the Rotary Club, leveraging creativity to enhance outreach efforts, streamline processes, and increase member participation.
- Orchestrated and chaired Rotary Club's most successful fundraising auction, showcasing exceptional creativity in event planning and strategic marketing to exceed fundraising goals by 85%.

JUNE 2015 – MAY 2017

Editor, Reporter, Designer | Shelton-Mason County Journal | Shelton, WA

- Wrote eight or more accurate and engaging stories each week; created accompanying relevant artwork.
- Innovated production processes, increasing circulation to more than 12,000 and streamlining operations.
- Built a media library and managed two social media accounts to boost brand awareness and optimize user engagement.

JUNE 2014 – MAY 2015

Reporter, Photographer, Designer | Daily Inter Lake | Kalispell, MT

- Wrote, edited and fact-checked stories and used graphic design skills to create layout for two recurring special sections and daily publication.
- Completed daily pieces, spot-news stories, and photographed art for more than 10 stories each week.

Professional Skills

Print and digital media • Graphic design, visual design • Content Management Systems • Search engine optimization
Social media management • Campaign planning & execution • Exceptional written communication & copywriting
Writing, editing, proofreading (AP style expert) • Branding & advertising, across multiple mediums • Sales enablement content creation

Technical Skills

Adobe Creative Suite • Analytic Tools • Email Marketing Strategy • Customer Retention Marketing Strategy
Product photography and video production • Content Management Systems • Licensed unmanned aircraft (drone) pilot

Education

MAY 2014

Bachelors of Science in Journalism | University of Montana | Missoula, Montana

Accomplishments

2018, 2020, 2021, 2024 - Paul Harris Fellow

Fidalgo Island Rotary Club

2020 - Services to Rotary Award

Fidalgo Island Rotary Club

2017 - News Writer of the Year

Washington Newspaper Publishers Association

2017 - Photographer of the Year

Washington Newspaper Publishers Association

2016 - First Place Long Form Storytelling

Washington Newspaper Publishers Association