

Brooklynn M. Downing

Windsor, CT

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Skills:

- Graphic design, webpage design, event planning, social media marketing, photography, videography, proofreading, communication, Microsoft Office, Adobe Photoshop, customer service, data entry, data filing, email marketing, scheduling, mailing

Professional Experience:

Therapeutic Recreation Assistant

January '26 - Present

Hebrew Center for Health and Rehabilitation - Part Time

- Provided recreational programming for residents living with dementia.
- Responsible for planning and facilitating meaningful activities that promote cognitive stimulation, social engagement, emotional well-being, and overall quality of life.

Social Media Manager

August '25 - Present

Heart & Home Cupcakes - Part Time

- Developed and executed a cohesive social media strategy to showcase the brand's cupcakes and local story across the website, Instagram, Facebook, and TikTok

Social Media Marketing Specialist

April '25 - September '25

On the Line Tech - Part Time

- Designed graphics and promotional visuals using Canva and Adobe Creative Suite
- Scheduled and published content on Facebook and Instagram using Hootsuite

Social Media Marketing Intern

July '25 - December '25

CashmanKatz - Part Time

- Assisted Social Media Marketing Coordinator and Public Relations Coordinator
- Created visual and written marketing content for Instagram, Facebook, LinkedIn, and X

Audit Operations Specialist

November '22 - March '25

AAFCPAs - Full Time

- Assisted in scheduling 30+ team members for external audits
- Prepared audit documentations and assured deadlines were met

Administrative Assistant

May '19 - October '22

Yale Electric Supply Co - Part Time

- Managed and sorted office files, both physically and digitally

Education:

Master of Science in Organizational Leadership

Western New England University- College of Business, Springfield, MA

Bachelor of Science in Marketing

Western New England University- College of Business, Springfield, MA

Leadership Experience:

Western New England University Open House Associate

Sept '17 - May '20

- Organized and executed individual-centric training sessions for 45 students over two years.
- Assisted in coordinating and executing 15 college open house events to welcome and inform prospective students and families
- Collaborated with admissions staff, faculty, and student workers to ensure smooth event operations

Orientation Leader

April '18 - May '19

- Established and maintained robust professional relationships with leadership team on logistics for five two-day summer orientation sessions for incoming freshmen and parents
- Streamlined end-to-end operations, including registration, surveying, and scheduling of over 1,000 students

Peer Advisor

May '17 - May '19

- Organized and executed individual-centric training sessions for 45 students over two years
- Mentored first-year students with navigating classroom and extracurricular experiences

Additional Experience:

Customer Service Representative & Personal Trainer

June '21 - November '22

Planet Fitness - Full Time

Certifications:

Google Analytics Advanced | Hubspot Digital Marketing

Key Coursework:

- Psychology, Communications, Marketing, Statistics, Finance, Accounting, Diversity in the Workplace, Leadership in the Workplace, Business Management