

brandedbybailee.net

510-426-3590

bailee.walker12@gmail.com

Denver, CO

Profile Summary

Experienced creative professional with a passion for storytelling, design, and communications. Enthusiastic about developing successful end-to-end experiences for clients that help them reach their goals using a combination of data, creativity, and grit

Professional Skill

- Media relation
- Brand management
- Social Media Strategy
- Award Research and Writing
- Adobe Suite
- Website Development
- Event planning
- User Experience Design

Education

University of Oregon

June 2021

B.S., Public Relations; minor: Computer Information Technology

Dribbble

February 2023

Product Design Certification

Work Experience

Branded by Bailee | Founder and Chief Designer

2023 - Present

- Lead engagements with small and medium businesses to develop cohesive brand packages, ranging from initial brand brainstorming through the development of custom brand assets, including brand guidelines, logos, websites, social media content, and other marketing materials
- Partnered with Zehn Beauty Bar, Sister Sassifrass, and more

Global Down Syndrome Foundation | Social Media Manager (Contract)

May 2023

- Partnered with client to understand current social media strategy and identify opportunities to grow audience and engagement via quarterly and monthly data analysis and reporting
- Provided consultative input into content creation, including the introduction of video-based social media posts, which resulted in a 20% lift in engagement compared to static social media posts
- Created brand-aligned content in Canva, Adobe Premiere Pro, and Adobe Photoshop
- Developed a detailed social media calendar and scheduled all approved content via Sprout Social
- Monitored and responded to comments and messages on Instagram, Twitter, Facebook, and LinkedIn

Rebelious PR | Account Associate

August 2021 - August 2022

- Worked on 14 client accounts, with a focus on executing custom PR plans while managing client feedback
- Monitored and clipped press coverage for 14 accounts, while maintaining detailed records of media impacts and managing client communications
- Conducted event and award research for 10 clients and managed all deadlines; successfully landed coverage in publications, including Forbes, Hypebae, etc.
- Ensured smooth client operations by managing administrative tasks ranging from drafting client meeting agendas, managing meeting action items, curating media briefing sheets, and other duties as required
- Led three influencer campaigns, including researching qualifying influencers, supplying content guidelines, and monitoring performance

Rebelious PR | Intern

May 2020 - August 2021

- Supported three Senior Account Managers and two Junior Account Managers on their key accounts, including both client-facing and administrative tasks
- Worked on four influencer campaigns spanning food and beverage, health and wellness, and B2B contexts

University of Oregon Esports | Social Media Manager

January 2018 - October 2020

- Coordinated events to showcase the team on campus and in national events, including a sponsored gaming LAN event
- Managed the team's social media accounts and brand development, resulting in a 60% increase in Instagram followers
- Collaborated with UO Communications to update and rebrand the website