

Breanna Pashak

ADVERTISING & DIGITAL MEDIA STUDENT

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EDUCATION

Bachelor of Applied Arts

2022-2026

Central Michigan University

- Advertising Major
- Multimedia Design minor
- Art minor

SKILLS

Adobe Suite Packages:

- Photoshop CC 2025
- Illustrator CC 2025
- InDesign CC 2025
- Premiere Pro CC 2025

Proficient in Microsoft Office

Client Relationships

Proficient in Canva

CERTIFICATES

- Social Media Certificate
- Google Data Studio Certificate
- Social Media Marketing Certificate
- Content Marketing Certificate

CLUBS

Advertising Club 2023 - 2026

- Student Government Affairs Ad Club Representative 2024-2025
- Event Chair 2024-2025

WORK EXPERIENCE

October 2024 - May 2026

Advertising Account Manager · CMLife

- Developed advertising strategies tailored to client needs, including digital, print, and social media campaigns, aligning them with brand objectives and target audience insights
- Led client presentations and meetings, effectively communicating campaign progress, results, and recommendations for future strategies
- Oversaw campaign execution, from concept development to final delivery, coordinating with creative teams, media planners, and external vendors to ensure campaigns were delivered on time and within budget
- Created hype media and digital advertising for clients

January 2025 - January 2026

Social Media Intern · Tri-Community Coalition

- Posted social media content to promote company information and events
- Managed workflow and project updates by effectively communicating with leadership and team members through email.
- Assisted in planning and working company led events for the community
- Produced outreach materials that increased community engagement and supported company value education and event promotion.

August 2023 - May 2024

Desk Receptionist · Central Michigan University

- Coordinated with the desk manager to ensure office supplies were well-stocked
- Provided administrative support to the Towers residents when needed, such as sorting and distributing mail and inputting maintenance requests for residents
- Assisted students with any and all questions about the Towers community
- Answered phone calls