

BRODY EL-ACHI

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@BrodyElachi

Education

American University

School of Communications

Masters: Strategic Communications
& Public Relations with
specializations in Social Media
and Campaign Management
Graduation: May 2018

American University

School of Communications

Bachelors: Strategic
Communications & Public Relations
Minor(s): International Business
& International Relations
Graduation: May 2017

Skills

Excel Certified

Proficiency in software programs
like Google Apps including, Google
Analytics, Sprout Social, Juicer.io,
Muckrack, Podio, Photoshop,
HootSuite, Tweetdeck, Adobe
Experience Manager, & Simply
Web Development: HTML & CSS
Social Media: Proficient in Facebook,
Twitter, Instagram, Snapchat,
LinkedIn, WordPress, and Tableau

Languages

French, Arabic

Work Experience

Booz Allen Hamilton

McLean, VA

Marketing and Communications Analyst

06/2017-06/2018

- Drafted news content for Booz Allen's online platforms including Facebook and Twitter, increasing overall viewership by 18%.
- Assisted in the rebranding of the firm by working on photoshoots and creating new logos and graphics for internal and external use.
- Curated promotional and social media content including videos and blog posts increasing social media usage by 10% daily.
- Gathered analytics to discover insights on how successful the firm's content was on social media, then presented information to senior leadership to create new strategies and tactics.
- Utilized CRM tools to uncover opportunities to increase brand awareness and audience engagement.
- Researched competitors, topics, trends and potential opportunities for the firm.

United States Department of State

Washington DC

Bureau of International Information Programs, Intern

01/2017-04/2017

- Supported people-to-people conversations with foreign audiences on US policy priorities by implementing digital communications technologies through traditional and social platforms, increasing web traffic by 8% in four months.
- Created social media and promotional content for over 20 U.S. embassies internationally including an informational video on how to obtain visas to the U.S., increasing visa applications by 5% respectively.
- Conducted media research including audience sentiment analysis and competitive cultural analysis to understand the need for cultural sensitivity in content curation.

The Glover Park Group

Washington DC

Communications & Government Affairs Intern

09/2016-12/2016

- Identified and analyzed 38 global potential partnership opportunities for The Bill and Melinda Gates Foundation to invest in.
- Recommended media strategies for companies and organizations like Uber and the NFL.
- Lead the Egyptian embassy's social media presence and increased overall viewership by 15% on Twitter.
- Drafted daily reports and event coverage detailing proposed legislation, and the relevant political economy.
- Conducted research on a variety of issues for current and prospective clients.

The Brand Intersection Group

Washington DC

Brand Strategy Intern

05/2016-09/2016

- Supported the Brand Intersection team across all disciplines of brand strategy including research, recruitment support, online listening, data modeling and tabulation and organization.
- Created extensive digital campaigns for SoulCycle and Sweet Green, increasing following across platforms by over 10% per company.

United Nations Relief Works Agency

Washington DC

Social Media and Business Development Intern

01/2016-05/2016

- Created a strategic communications campaign to raise awareness of the refugee crisis, reaching over 147K people in the US and over 200K internationally.
- Planned and oversaw high profile fundraising events like a 5K and an art night raising over \$400,000.
- Managed all social media to promote the exposure of the organization's day-to-day activities increasing their reach by 30% on Twitter and 10% on Facebook.

United States Congress

Washington DC

Congressional Intern (D-VA)

01/2015-04/2015

- Managed over 200 constituent concerns and constructed solutions for local issues.
- Drafted over 20 reference memos for Congressional members on issues like the Trans-Pacific Partnership and Keystone Pipeline.

President of the Interfraternal Council

03/2016-09/2016

Vice President of Recruitment

02/2014-04/2017

Beta Theta Pi