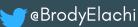
# **BRODY EL-ACHI**

**\** 703-349-9775





# **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**

## Marketing and Communications Analyst

06/2017-06/2018

McLean, VA

- -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**

Bureau of International Information Programs, Intern

Washington DC 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

Communications & Government Affairs Intern

Washington DC 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

#### Brand Strategy Intern

Washington DC 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 SoulCylce and Sweet Green, increasing following across platforms by over 10% per company.

#### **United Nations Relief Works Agency**

Social Media and Business Development Intern

Washington DC 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**

Congressional Intern (D-VA)

Washington DC 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 Vice President of Recruitment

03/2016-09/2016 02/2014-04/2017

Beta Theta Pi