

BRIANA LEON

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Chicago marketing and event professional with a B.S. in Marketing and hands on experience in event promotion, field marketing and brand partnerships. Creates short form content and marketing campaigns for live music events and partners with venues, event promoters and local brands on promotional and experiential campaigns. Combines creative content, real time event coverage and audience analytics to bring people to events and keep them talking afterward.

TECHNICAL SKILLS

- **Marketing:** Event & Field Marketing Support, Campaign Reporting & Analytics, Content & Asset Management
- **Social & Content:** Meta Business Suite, Later, Hootsuite, Instagram Reels, TikTok, CapCut, Canva
- **Design:** Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma
- **Email, CRM & Web:** Mailchimp, HubSpot, Shopify, Squarespace, Wix, Webflow
- **Productivity:** Microsoft Office (Excel, Word, PowerPoint, Outlook, Teams), Asana, Trello, Zendesk

PROFESSIONAL EXPERIENCE

Event Marketing & Content Creator | Contractor

Sep 2025 - Current

- Creates short form video, strategy, and visual content on music events, lifestyle and event marketing, using performance data to decide what to post next on Instagram and Tiktok.
- Earned 1.1M+ views and 100K+ interactions in 90 days, reaching 600K+ unique accounts, with 85%+ discovered by non-followers.
- Grew followers 30%+ in three months through steady organic posting, with posts exceeding 900K views.
- Partnered with over 10+ Chicago venues, event promoters, and local brands, including CrowdVOLT, LakeShore Music Festival, What's Good Chicago, and Prysm Nightclub, to execute promotional and experiential campaigns, providing real time coverage of events and branded content for partner activations and collaborations.

Social Media Management Intern | XO Marketing Group

Oct 2024 - Apr 2025

- Planned and ran social media content strategies that increased brand visibility and community engagement by 15%.
- Designed and produced social posts that lifted audience interactions and brand recognition by 13%.
- Tracked performance metrics and audience trends, then adjusted content to improve engagement and reach.
- Worked with the team to keep branding and messaging consistent, supporting follower retention.

Bartender | Parlor Pizza - West Loop

Jun 2024 - Oct 2024

- Promoted brand campaigns and seasonal promotions to guests during high volume service and special events.
- Supported venue marketing initiatives through in person service, promotion and social media visibility.
- Collaborated with management during private events, activations, and promotional nights.
- Built strong customer relationships to encourage repeat business and brand loyalty.

Member | American Marketing Association

Oct 2024 - Oct 2025

- Engaged in professional development opportunities, networking events, and industry discussions to stay updated on marketing trends.
- Collaborated with peers and industry professionals to exchange insights on branding, digital marketing, and consumer engagement.
- Participated in workshops and conferences to enhance marketing knowledge and strategic thinking.
- Contributed to discussions on emerging marketing strategies, strengthening analytical and problem solving skills.

Social Media Manager & Web Designer | Ocho Select

Jun 2020 - Jun 2021

- Designed and managed social media strategy for Ocho Select, growing engagement and followers by 12% with targeted content and graphics.
- Built and maintained the brand’s website, and ran email and social campaigns using Adobe Creative Suite, Shopify, Mailchimp and Hootsuite, increasing site traffic and improving email open rates.
- Analyzed social media metrics and adapted strategy based on the insights, boosting audience engagement by 12%, and strengthened client communication.

EDUCATION

Upper Iowa University | June 2026

- Bachelor of Science in Marketing

LANGUAGES

English, Fluent
Spanish, Fluent