

# Brooke Pland

 (916) 740.9966

 brookepland09@gmail.com

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## EDUCATION

### B.A. COMMUNICATION

University of California, Santa Barbara

2017 – 2021

- High Honors – 3.87 Cumulative GPA
- Professional Writing Minor, Emphasis in Journalism
- French Minor
- UC Education Abroad, Paris, France
- French Lower Division Language Award

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## SKILLS

- Attention to Detail
- Clear & Effective Writing/Reporting
- Creativity
- Collaboration
- Event Planning
- Interpersonal Communication, Relationship Building, & Customer Service
- Leadership & Initiative
- Organization
- Sales & Retail
- Social Media & Email Marketing

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## REFERENCES

**KRISITN ADDIS** – Former Employer,  
*Be My Travel Muse*  
addis.kristin@gmail.com

**TESSA GARDNER** – Former  
Manager, Wendy Foster  
(805) 705.2311

**LAYLA VAN GERPEN** – Former  
Supervisor, InterVarsity  
(702) 374.6959  
layla.van.gerpen@intervarsity.org

## WORK EXPERIENCE

### CAMPUS STAFF MINISTER, INTERVARSITY CHRISTIAN FELLOWSHIP

Christian college-campus ministry 501(c)(3) organization.

July 2021 – July 2024

- Instituted & ran all campus ministry programs within UC Santa Barbara's Greek life system.
- Mentored undergraduate fraternity & sorority students, both one-on-one and in groups, focusing on leadership development.
- Planned & facilitated large-group events and campus outreach.
- Managed social media channels, marketing, and communications (including email newsletters).
- Worked alongside other staff to plan & host student conferences & camps.
- Held keynote speaker roles for audiences ranging from 10 to 50 people.
- Fundraised approx. \$30k annually.
- Planned and led two consecutive English-teaching and cultural immersion summer programs in Sarajevo, Bosnia & Herzegovina for teams of American undergraduate students; taught conversational English classes for Bosnian college students.

### SALES ASSOCIATE, WENDY FOSTER BOUTIQUES

Independent high-end women's clothing boutique in Santa Barbara, CA.

February 2022 – June 2023

- Helped facilitate all store operations, including opening/closing, sales, returns, training new hires, markdowns, inventory, and gifts.
- Worked with customers to meet specific wardrobe needs by pulling suggestions and offering sizing & styling support, as well as helping customers select gifts for friends/family.
- Prioritized attentive & thorough customer service and personable customer relations.

### COPYWRITER & RESEARCH ASSISTANT, *BE MY TRAVEL MUSE*

Leading online travel blog specializing in solo female travel.

June 2019 – October 2020

- Worked as part-time freelance writer and research assistance to blog's founder, Kristin Addis.
- Completed research, copywriting, editing, and web-content formatting for blog posts on a variety of topics.
- Pitched and produced content of my own in addition to assigned projects.