

# Brooke Pland

📍 Sacramento, CA

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🌐 brookepland.com

Copywriter, journalist, and editor with experience in digital publishing and nonprofit communications. Skilled in crafting mission-driven content – including donor communications, newsletters, and creative campaigns – that builds organizational visibility, invites community investment, and prioritizes impactful storytelling.

## SKILLS

- CMS Publishing (WordPress)
- Copy & Content Writing
- Copy Editing
- Digital Content Creation (Canva)
- Editorial Planning
- Email Marketing & Newsletters (MailChimp)
- Interviewing, Research, & Reporting (AP Style)
- Social Media Management (Instagram)
- SEO Optimization
- Team Collaboration

## EDUCATION

### B.A. COMMUNICATION

University of California,  
Santa Barbara 2017 - 2021

- Magna Cum Laude
- Professional Writing Minor, Journalism Emphasis
- French Minor
- UC Education Abroad: Paris, France

## REFERENCES

Available upon request.

## EXPERIENCE

### SUBSTITUTE TEACHER, ELK GROVE UNIFIED SCHOOL DISTRICT

Elk Grove, CA | April 2025 - April 2026

- Delivered lesson plans and managed classrooms across grades 5-12 in diverse subject areas.
- Completed a four-month long-term aid/substitute assignment in a 5th grade classroom.

### CONTRIBUTING JOURNALIST, *BLURRED BYLINES*

Remote | December 2024 - August 2025

- Pitched and wrote long-form features, news stories, and profiles for an independent digital publication.
- Produced clean copy complete with SEO optimization on deadline and collaborated with editor to refine structure, clarity, and voice.

### CAMPUS MINISTER, INTERVARSITY CHRISTIAN FELLOWSHIP

Santa Barbara, CA | July 2021 - July 2024

- Planned and led campus events and conferences; delivered keynote talks to audiences of up to 150.
- Managed branding and content strategy across social media and email platforms, including content collection from key members.
- Wrote and edited monthly newsletters, prioritizing mission-focused storytelling and partner engagement.
- Developed promotional materials, both printed and digital, to increase organizational visibility and outreach.
- Raised \$30K annually through strategic donor communications and fundraising campaigns.
- Directed two international summer programs in Sarajevo, Bosnia & Herzegovina, each six weeks long, leading teams in cross-cultural environments and partnering with local staff to teach conversational English to Bosnian university students.

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

Remote | June 2019 - October 2020

- Researched, wrote, and edited written travel content for a solo female travel blog with a multi-million annual readership.
- Pitched and produced original articles.
- Managed web content formatting and CMS publishing in WordPress.