

BRIANNA MCKINLEY

• social media marketer •

ABOUT ME

I'm a multifaceted creator, writer and avid fashion addict that loves to create amazing projects that keeps everyone talking.

EDUCATION

2013 - 2016 • Hinds Community College
AA Sociology

2021 - present • Hinds Community College
Medical Data Technology

EXPERIENCE

2014- The Sassy Direction

2020 Freelance

- Promoted brand awareness for new, present and upcoming companies via social media, vlogging and blogging.
- Participated in social media campaigns that promoted advocacy, self care and beauty.
- Sponsorships and campaigns include: Athleta, Nip+Fab, Nike, Shea Moisture

2020-present

Sassy Directs

Blogger, Social Media Manager, Marketing

- Provided insight and honest reviews of current entertainment movies and television shows for major networks.
- Created a food series via social media (#FluffyEats), comedy skits and viral television reactions and vlogging.

SKILLS

Creative Direction 

Content Creation 

Writing 

Marketing 

Social Media 

Blogging 

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