

# BRENNA CASHEN

Social Media and Content Strategist

## CONTACT

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- New York, New York

## EDUCATION

**Bachelor of Arts**  
James Madison University  
Media Arts & Design

## SKILLS

Social Media Management  
Influencer Marketing  
Content Creation  
Community Management  
Social SEO  
Project Management

## PLATFORMS

Instagram, TikTok, Pinterest, X,  
Threads, Facebook, Trustpilot  
  
Ads Manager, Google Analytics,  
Adobe Suite, Canva, CapCut

## WORK EXPERIENCE

May 2023- Present

### Content Strategist - The Black Tux and Marke

- Orchestrates production of all video content including website and social video, collaborating with agency partners and internal stakeholders.
- Plans and executes on all social content from photo selection, copywriting and video production to increase brand visibility, platform engagement and bring the founder's vision to live.
- Successfully launched and currently manages influencer and gifting programs- handling requests for influencers, celebrity stylists and high-profile weddings.
- Collaborates with marketing director, copy editor and CRM manager to ideate, plan, and execute full-funnel marketing campaigns such as 'Save the Date' and 'Saving Guys from the Warehouse', providing content direction, partnership management, amplification on social and influencer support.
- Created first crisis communication plan and handbook for company-wide use in 2024.

October 2021 - May 2023

### Social and Brand Senior Associate - HelloFresh

- Managed team of two full-time associates and 8 part-time customer service agents.
- Planned and executed content strategy for HelloFresh, Factor, EveryPlate and Green Chef across Instagram, TikTok, Facebook and X including launching an external content creator program and in-house video content program.
- Created creative campaign briefs, working cross-functionally with the copy, design, video and product teams to create social and influencer content for campaigns like HelloFresh x GOTG 3, HelloFresh x T-Pain and Elf Spaghetti.
- Managed monthly budget of \$50k - \$100k for organic social boosting to increase impressions, engagement and campaign reach on META and TikTok.

June 2016 - September 2021

### Social Media Specialist - The Knot Worldwide

- Created weekly social content calendar for WeddingWire and The Knot to promote articles, products, campaigns, sales inclusions and consumer lifecycle
- Launched WeddingWire on TikTok in Jan. 2020 and grew following to 400k+ followers and over seven million likes by Sept 2021.
- Provided weekly performance stats, competitive analysis and industry insights - applied these findings to make data-driven social decisions
- Executed on social coverage of live events like New York Bridal Fashion Week and JCK Las Vegas