

## ■ ABOUT ME

**Hardworking, high-achieving student seeking social media or digital presence internship. Learns quickly and works well in fast-paced, ever-changing environments.**

## ■ LEARN MORE

**Blog:** [www.philbrehmenblog.com](http://www.philbrehmenblog.com)

**Twitter:** [@philbrehmenblog](https://twitter.com/philbrehmenblog)

**LinkedIn:** [www.linkedin.com/in/philbrehmenprofile](http://www.linkedin.com/in/philbrehmenprofile)

**Facebook:** [www.facebook.com/philbrehmenprofile](http://www.facebook.com/philbrehmenprofile)

## ■ MY EXPERIENCE

### **ZipLock, Detroit, MI**

**Founder & Marketer** | 2015 – Present

Led creation of password management app for OS and Android devices. Collaborated with developer to transform prototype into an app that has been downloaded several thousand times and is in line to be featured on the App store home page. Managed all marketing and social media for the app, creating engaged audiences on Twitter and Facebook. Designed website and wrote blog posts and web content.

- Leveraged guest blogging strategy to build awareness for the app among the right demographic.
- Created engaged audiences on Twitter and Facebook, growing both to several thousand followers/fans without any advertising.

### **XYZ Fashion Inc., Detroit, MI**

**Social Media Assistant (Freelance)** | 2014 – Present

Currently help family-owned business with all aspects of social media as a way to gain experience while also driving sales gains for the company.

- Grew Twitter following from 24 to 1,650 in just a few months by curating interesting content and building relationships. Just launched Facebook page and experimenting with Facebook ads to grow this fan base.

### **Splash Entertainment, Detroit, MI**

**ISM & Promotional Intern** | 2013

Developed promotional strategies for MCA recording artists *Hope Dies*. Consulted on image, instituted innovative promotions, aggressively targeted radio stations, solicited and secured TV and print interviews, and placed the band on various music websites and other media outlets. Managed all aspects of the band's California appearances.

## ■ MY EDUCATION

**Currently studying for a BS in Information Systems Management** at Wayne State University | Expected graduation May 2019

Current GPA, 4.7

Dean's List | Student Senate | President, Class of 2018 | President, Information Technology Organization