

VICTORIA BRUICK

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 Chicago, IL  (661) 979-4410



EDUCATION & HONORS

Valparaiso University
Bachelor of Arts summa cum laude – double major in English and Music

2019 NAFSA Region V
Conference Presentation
“Been There, Done That: How Student Stories are your Greatest Digital Marketing Tool”, one of four presentations nominated for national NAFSA conference

MAP Fellow
1 of 12 emerging leaders selected for Morgridge Family Foundation’s nonprofit innovation challenges

Kemper Scholar
1 of 20 students selected nationally for J.S. Kemper Foundation business leadership program

SKILLS & TOOLS

- Podcast production
- Virtual event production
- Project management
- Content marketing
- Copywriting & editing
- SEO
- Email marketing
- Social media marketing
- Adobe Audition
- Audacity
- Zoom webinars & meetings
- CMS: Drupal, WordPress, Squarespace
- Microsoft Excel

RELEVANT EXPERIENCE

Podcast Consultant | MAP Fellow October 2021 – March 2022
Brink Literacy Project, fellowship

- Created a comprehensive content and marketing strategy to help Brink’s brand-new literary show make a splash in the podcast community.

Podcast Producer May 2021 – November 2021
Roadmap to Resilience, freelance

- Edited and develop episode content for 16 episode limited-run audio series
- Provided technical support for virtual interviews with international guests
- Oversaw the production schedule and ensure team meets internal deadlines

Digital Content Producer July 2020 – present
Pandemic Parenting, freelance

- Drive marketing efforts to launch webinar series, podcast, and online science-based resources for 3000+ families internationally
- Develop and execute digital content strategy for website and email marketing

Co-Host & Producer July 2019 – present
Book Club with Julia & Victoria

- Script, record, edit, and promote a weekly podcast discussing books
- Develop a membership program for listeners to connect with each other and financially support the podcast
- Manage digital brand presence for website and Instagram

Virtual Learning Producer May 2021 – present
Corporate Visions, contract

- Produce 4- to 8-hour live courses on Zoom as a virtual host and technical lead

Online Content Coordinator October 2018 – April 2020
IES Abroad
Previously Writer (2017-18)

- Drove strategy and execution for web content for 1 million annual site users helping to increase total site sessions by 12% YOY using SEO and UX best practices
- Collaborated within marketing, tech, and product teams; served as the point person for web and digital voice
- Led Global Citizen of the Year campaign: oversaw email and social media communications, application review/selection process, web content, and media promotion

Content Editor May 2017 – May 2018
March Consulting, freelance
Previously Social Media Manager (2015-17)

- Oversaw editorial strategy for March Consulting blog coordinating weekly posts with six contributing writers
- Wrote, sent, and tracked analytics on twice monthly email newsletters for high school students and their parents