

Brooke Evans

bpevans@clemson.edu ♦ Cell: (630)957-8881

[LinkedIn](#)

Clemson University

B.A. Language and International Business with Spanish Emphasis

Universidad Blas Pascal

Study Abroad

Clemson, SC

May 2025

Córdoba, Argentina

February 2024-June 2024

WORK EXPERIENCE

Think Media Communications

January 2025- Present

Marketing & Public Relations Intern

Clemson, SC

- Direct social media strategies, event coordination, and philanthropic initiatives for Pilates Social Clemson, strengthening relationships with local businesses and organizations in the Clemson community
- Support the development of creative assets, such as graphics, videos, and presentations, to align with marketing objectives
- Implement targeted marketing efforts to consistently attract new clients and drive weekly foot traffic
- Leading the planning and execution of an upcoming philanthropy gala to enhance community engagement and achieve a fundraising goal of \$50,000 for St. Jude Children's Research Hospital

Cofactory

March 2024- June 2024

Global Communications & Marketing Intern

Córdoba, Córdoba, Argentina

- Led two international projects in collaboration with the British Council and the U.S. Embassy
- Improved internal and external communications by translating key project documents between Spanish and English
- Contributed ideas to marketing brainstorm sessions, enhancing innovation and campaign effectiveness
- Managed Cofactory's LinkedIn and Instagram accounts, developing and executing weekly content plans
- Scheduled and conducted meetings with international partners in Spain, Germany, and the UK to expand global reach

Walk-Ons Sports Bistreaux

August 2024- Present

Server

Clemson, SC

- Leverage product knowledge and persuasive communication skills to upsell menu items, consistently increasing average ticket sales and contributing to revenue growth
- Assist with team operations by training new hires and fostering a collaborative work environment to ensure seamless service

Austin's Cabana Cafe & Austin's Harvest Restaurant

May 2022- Dec. 2023

Server

Pawleys Island, SC

- Rotated between two restaurant locations, adapting to different work environments while maintaining professionalism
- Delivered exceptional customer service in a high-paced restaurant environment, ensuring guest satisfaction and building positive relationships with diverse clientele

Honors & Extracurricular Activities

President's List

Fall 2023, Spring 2024, Fall 2024

Spanish Professional Society, Spanish Club

August 2023- Present

Alpha Chi Omega Active Member

October 2021- Present

Skills

Spanish Fluency • Marketing Campaign Development • Microsoft Office • Interpersonal Skills • Cross-Cultural Communication • Relationship Selling • Content Creation • Customer Service • Critical Thinking • Problem-Solving