

KEEP LAFAYETTE BEAUTIFUL
COMMITTEE

RESUME LIST:

*Hendricks, Brianne
Urdiales, Lea

**city incumbent submission*

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Brianne Hendricks

References Upon Request.

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Address:

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Lafayette, LA 70506

EXPERIENCE

Executive Director, Parish Proud

May 2020 - Present

Working to improve Lafayette's landscapes I've used my communication skills to build relationship capital for my organization. In this role, I've created programs, crafted marketing messages, and fostered behavioral change in our community.

Engagement Editor, The Current

October 2019 - August 2020

With this role, I specialized in ways to make our readers at The Current feel more involved and engaged with the content we create. I managed and grew their social media, grew their membership base, created campaigns for advertisements, and managed a Facebook Group of over 5,000 members

Associate Content Creator, Acadiana Lifestyle/Reveal

June 2019 - March 2020

At Acadiana Lifestyle, I branched out my skills in communication and paired them with my writing. Each month I managed and wrote ten separate sections for the magazine.

Managing Editor, The Vermilion

May 2018 - May 2019

As Managing Editor I managed a team of over twenty-five employees towards printing and online deadlines. I've tested my leadership skills by finding a balance between delegation and servant-style leadership.

EDUCATION

The University of Louisiana at Lafayette

August 2017 - Dec 2019

Bachelor's Degree in Mass Communication with a specialization in Journalism.
Minor in English.

The University of Louisiana at Lafayette

January 2020 -

Pursuing a master's in strategic communications. Served as Graduate Assistant for two semesters assisting in teaching communications classes.

SKILLS

Ability to push multiple teams to work on a deadline.

Well-versed in all aspects of social media posting, managing and analytics.

Proficient at identifying an audience and crafting a marketing campaign to fit their needs.

Ability to develop, plan, and implement a strategic plan.

Excellent communication skills.

Experienced in teaching, grading, and training.

Trained in Adobe products, Salesforce, ESRI and Canva.

Community Organizations

Junior League of Lafayette

Kiwanis of Lafayette Foundation Board Member

OneAcadiana: Urban Renewal and Development Committee

Community Foundation of Acadiana: Civic Leadership Committee

Women of Wisdom

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Lea Urdiales

Lafayette, LA 70508 | Urdiales.lea@gmail.com | 713.256.0071

Summary

Conscientious and energetic administrative professional with over seven years of experience thriving in varied environments. Client-oriented, with strong communication skills at all levels. Committed to detail. Highly organized and successful at organizing for others.

Core Competencies

Event Coordination | Research | Client Relations | MS Suite | Calendar Management

Researcher | IMO Broadcasting Network

Lafayette, LA 10/21 - Present

Research podcast guests providing accurate background information. Format email invitations and correspondence between guests and the network. Conduct interviews and compile information to garner interest and fit the format of a particular show.

- Create and write compelling condensed background pieces
- Utilize strong interpersonal skills to conduct phone interviews
- Reliably perform research
- Improve email formatting for guest invitations resulting in more accurate responses

Organizer | Home Sweet Home

Houston TX, Austin TX, Lafayette LA 2/15 – present

On-site for clients as the face of the company. Responsibly handle clients' belongings. Work independently with a variety of service providers and manage a team of independent contractors.

- Streamline relocations for over 30 clients per annual using company tech solution
- Coordinate dates and times of services
- Independently set and achieve time management goals
- Assessment call with each client to create a timeline and action plan to meet client deadlines
- Demonstrate exceptional customer service in stressful environments resulting in positive reviews contributing to the company's five-star reviews
- Detailed documentation
- Complete jobs under time and budget requirements set by company standards

Regional Coordinator | Equine & Canine Chiropractic

Houston TX 08/09 – 07/10

Coordinated logistics for provider and clients all over the gulf coast region. Utilized email and voice calls to engage with clientele.

- Harmonized schedules and appointments providing a curated schedule
- Arranged travel and prepared timelines to specification
- Maintained records for all patients
- Performed alpha numeric data entry on site allowing provider more time with clients
- Greeted clients and patients quickly and with accurate information ensuring client retention

Director of the Equestrian Program | Academy of the Sacred Heart

Grand Coteau LA 07/05 – 06/09

Faculty member and department head.

- Consistently maintained operations under budget requirements
- Managed staff and volunteers
- Organized and hosted 4 shows and fundraisers annually to increase revenue
- On site for emergencies including hurricanes conserving resources for other departments
- Instructed more than forty students in the classroom and horseback
- Grew boarding business from six to 11+ generating income
- Successfully orchestrated daily care for over thirty horses ensuring herd health

Education

Bachelor of Arts Political Science |2005| Sam Houston State University

Honors: Phi Sigma Alpha National Political Science Honor Society

Community Outreach

Volunteer: St Joseph's Dinner Lafayette, LA 6/19 – 6/20

- Served meals to shelter residents
- Restocked supplies
- Cleaned after meals

Cofounder: Neighborhood Cleanup Lafayette, LA 10/19-2/21

- Instituted a monthly community cleanup
- Invited neighbors and led by example
- Formed community ties and a cleaner area environment