

BRITTANY KAPLAN

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PORTFOLIO: <https://bpkgoal.wixsite.com/brittanykaplan>

SUMMARY

Marketing professional with 3+ years of experience driving brand growth through strategic outreach, cross-functional collaboration, and project execution. Organized, innovative, and results-oriented with a strong background in event and operational planning.

WORK EXPERIENCE

Tillys | **Marketing Coordinator** **Mar 2024 - Apr 2025**
Irvine, CA

- Supported the planning and execution of grand opening, chain, and community events
- Managed timelines, budgets, and deliverables for large-scale marketing projects
- Established and maintained external relations with vendors, brands, and creative agencies
- Worked closely with internal teams to align marketing initiatives with business goals
- Built community partnerships with nonprofits, schools, and local businesses to increase brand visibility

Tillys | **Marketing Assistant & Copywriter** **Oct 2022 - Mar 2024**
Irvine, CA

- Spearheaded large- and small-scale PR campaigns and gifting suites
- Crafted engaging short- and long-form copy & omni-channel messaging
- Managed digital brand assets for distribution to internal teams
- Facilitated communications for loyalty-exclusive contests and sweepstakes

YouthWell | **Head Intern** **Mar 2022 - Nov 2022**
Santa Barbara, CA

- Led intern team of 5 to execute marketing and outreach tasks
- Wrote and published digital company newsletter for monthly distribution to email list
- Assisted in managing the social media content calendar
- Facilitated email communications with partner nonprofit organizations
- Promoted to leadership role (June 2022)

Tillys | **Sales Associate** **Mar 2021 - Oct 2021**
CA (Multiple)

- Assisted customers with product selection, inquiries, and purchases/returns
- Maintained store cleanliness, organization, and merchandise presentation standards
- Worked in three separate locations with manager recommendations for each transfer

EDUCATION

University of California, Santa Barbara **Sept 2018 - May 2022**
Bachelor of Arts, Biological Anthropology Goleta, CA

- Graduated with High Honors
- Dean's Honors List (2019-2022)
- Cumulative GPA: 3.86

KEY ACHIEVEMENTS

- Developed & launched Tillys' refreshed line of promotional merchandise (Oct 2024)
- Elected as Tillys' "Trending Employee" (Nov 2024)
- Secured corporate sponsorships at 48 strategically-selected high schools nationwide (2024)
- Presented loyalty program reports to CEO and executive team, backed by competitor analysis (2023)
- Supported 14 new Tillys store openings, with an average +35.9% to sales goal (2022-2025)