

BROOKE FINNERTY

EDUCATION

University of Texas at Austin

Bachelor of Journalism, Moody College of Communication

Graduating 2025

The University of Texas at Tyler

August 2021-May 2022

- 30 hours
- GPA: 3.4

ACTIVITIES

University Fashion Group

August 2022- Present

Creative Director Assistant and Website Director

- Create PR for social media through photo and video editing, visual design, and blogs, increasing interaction
- Design merchandise, determine website design and copy, and create the program for the Spring fashion show
- Attend weekly officer meetings

The Daily Texan

August 2024- Present

Social Media General Staffer

- Curate captions for social media posts to increase engagement on the website
- Practice time management skills by meeting daily deadlines and attending weekly meetings
- Pitch ideas for Instagram reels and new ways to interact with the audience

Alpha Chi Omega

August 2021- Present

DEI (Diversity, Equity, and Inclusion) Committee and Philanthropy Committee

- Assist VP DEI in booking venues for events to educate members on other culture's holidays and months
- Assist VP philanthropy in setting up volunteering fundraising events. Involved in the preparation, facilitation, and the conclusion of our 5k Race for Domestic Violence Awareness.
- I created a black history PowerPoint and presented it at our weekly meeting

EXPERIENCE

University of Texas Facility Service Center

September 2024 – Present

Control Specialist

- Gain professional practices through Microsoft teams, email communication, and Microsoft excel
- Utilize customer service skills to assist others with their questions and concerns around the UT Campus

Hingepoint – Dallas, Texas

June 2021 - 2022

Administrative Intern

- Drafted technical writing samples for memos, reports, and email correspondence
- Organized and filed documents into a more intuitive system for discretion and confidentiality
- Purchased and replenished office supplies and food for events and meetings with clients

Dick's Sporting Goods – Frisco, Texas

September 2020 - June 2021

Cashier, Apparel

- Provided exceptional point of sales system operations through signing up over 100 customers for accounts and 50 credit cards
- Partnered with the distribution team to streamline and increase online order fulfillment
- Gained hands on experience with visual merchandising of mannequins in our department and within the store