
BRENNA MCFARLAND

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MONTREAL, QC

CORPORATE EMPLOYMENT:

EVENT AND PRODUCTION OPERATIONS SPECIALIST, TEAMPEOPLE

- ❖ Facilitated roundtables, receptions, and hybrid events for high-level officials and donors in Washington, D.C.
- ❖ Served as a managerial point of contact with both in-house and freelance audiovisual crew members such as lighting designers, audio engineers, photographers, and make-up artists, organizing everything they needed administratively and scheduling-wise to succeed in their particular role during events and broadcasts
- ❖ Quickly adopted specific skills where support was needed, such as teleprompter operation for a live news broadcast

EVENTS ASSOCIATE, RGI EVENTS + PUBLIC RELATIONS

- ❖ Crafted two grand openings with over 150 guests for commercial skincare clientele in Miami and NYC – from creative briefing to vendor sourcing to wrap-up decks – while maximizing the wow-factor despite tight budgetary constraints

ACCOUNT COORDINATOR, EVENTS, 300BRAND

- ❖ Wrote social media posts, email marketing promotions, and event brochures about hot topics in tech, an industry which I quickly learned about to despite prior knowledge
- ❖ Planned four digital marketing campaigns, a large-scale conference, and a webinar simultaneously

CONTENT MARKETING AND MEDIA COMMUNICATIONS INTERN, 440 INDUSTRIES

- ❖ Produced a three month long social media and blog article campaign (posts designed in CanvaPro) after analyzing the brand needs and pitching an Instagram reboot to CEO – resulting in a 360% increase in followers and webpage visibility

EXTEMPORANEOUS EXPERIENCE:

STUDENT DIRECTOR & VICE PRESIDENT OF JMU OPERA GUILD, JAMES MADISON UNIVERSITY

- ❖ Brainstormed, organized, casted, and carried out an opera scenes program for the School of Music's student body - which I titled "Magic, Mischief, and Mozart"
- ❖ Coordinated fundraisers on a bi-monthly basis, raising over \$400 in sales, and designed advertising materials

ASSISTANT STAGE MANAGER, OPERA MCGILL

- ❖ Coordinated backstage operations with the stage manager for a large-scale opera production with over 60 musicians, including a full orchestra, and complex scene transitions, ensuring smooth execution of multiple set changes and managing large set pieces to maintain a seamless performance flow

PIANO & VOICE TEACHER, POTOMAC MUSIC AND MUSICFULLY, INC.

- ❖ Teaches both piano and classical and pop voice to a wide range of ages, from children under the age of 5 to adults

SOPRANO SECTION LEADER, ST. MATTHIAS' ANGLICAN CHURCH OF MONTREAL

- ❖ Leads soprano section of large choir in sight-reading and performance of complex choral pieces, sings solos frequently

AWARDS AND ACCOMPLISHMENTS:

- ❖ Alexis Hauser Scholarship for Advanced Musical Study in Austria, McGill University
- ❖ Graduate Mobility Award, McGill University
- ❖ Speech Team Scholarship Recipient and Award Winner, James Madison University
- ❖ President's List (3.9 GPA or above), James Madison University
- ❖ Samuel J. Waters Scholarship for Outstanding Member, Young Artists of America