

# Brooke Giacin

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## CAREER PROFILE

Finance candidate experienced in Excel, Photoshop, and Lightroom. Organized and creative thinker and exceeds expectations through leading by example, and working hard in any circumstance. Strong communicator and makes concise and accurate decisions. Can work under extreme pressure, enjoys taking on a challenge, and accomplishes projects in a timely manner.

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## EDUCATION

**BAYLOR UNIVERSITY - Waco, Texas**  
**Bachelor of Business Administration**

**Graduation May 2023**

- Finance /Journalism; GPA 3.84
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## EXPERIENCE

### Division I Baylor Equestrian Team

The Baylor Equestrian Team is an NCEA approved sport that competes at a national level.

- Taught teamwork skills and how to work with women from diverse backgrounds to achieve a common good
- Acquired time management skills while balancing practice and academics
- Improved communication skills by effectively communicating with coaches and teammates

### Traverse City Horse Shows and American Gold Cup

**Summer 2020**

Traverse City Horse Shows is an Internationally ranked equestrian competition that comprises of Olympic level athletes to amateur riders.

### Summer Marketing Intern

- Created 19 videos to promote weekly events internationally over a 2 month span
  - Photographed event for social media, press releases, programs, and their website
  - Directed and improved social media posts for Traverse City Horse Shows and American Gold Cup
  - Increased website engagement by 70% and consumer reach by 73% creating over 4000 impressions from viewers
  - Managed pivotal aspects of sponsorships with Captive One Advisors, Turtle Creek Casino & Hotel, Grand Traverse Resort, Traverse City Tourism
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### Zakheim and LaVrar Law Firm in Davie, Florida

**Summer 2019**

### Summer Data Analyst Intern

- Learned to sort and to input data into JST and Excel in order to organize records for law firm
  - Prepared documents for customers and fellow employees
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## ADDITIONAL

- **Awarded by the Miami Herald - Silver Knight Award** Vocational Technical demonstrates outstanding academics and service within local community
- **BG Photography & Videography** - Established a freelance media business
- **Member of Kappa Kappa Gamma Epsilon Upsilon Chapter** applies time management and philanthropy while balancing athletics and academics
- **Member of National Collegiate Honor Society**
- **Member of Alpha Lambda Honor Society**