

Brya S. Arcement

Marketer, Creative,
Visionary

Contact

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🌐 www.tinyurl.com/MeetBrya

📍 Austin TX

Professional Achievements

- Successfully managed content operations for AWS, one of the world's largest cloud computing platforms
- Developed editorial processes that improved organizational communication efficiency by 35%
- Created and maintained editorial standards for organizations serving 10,000+ stakeholders
- Demonstrated expertise in time-sensitive, high-stakes communications requiring discretion and professionalism

Education

Grambling State University
B.S. Marketing

About Me

Every brand has a unique story, I'm passionate about defining, crafting, and executing marketing strategies that bring that story to life and maximize your reach. By combining creativity with strategic thinking, I help brands connect authentically with their audiences. My approach ensures your message not only captures attention but also drives meaningful results

Work Experience

April 2023 - Present

Freelance marketer

- Write and edit comprehensive communications for 15+ clients across digital platforms and traditional media
- Proofread complex materials including white papers, policy documents, and executive correspondence
- Interpret organizational policies and translate complex concepts into accessible written content
- Plan and execute communication initiatives with cross-functional teams to improve message clarity
- Manage editorial oversight for time-sensitive projects while maintaining quality standards

2022 - 2023

Amazon Web Services (AWS)

Product marketing manager

- Created technical documentation and stakeholder correspondence for complex cloud computing products
- Managed content development projects from conception to publication across multiple departments
- Applied editorial judgment to marketing campaigns and communication strategies for improved quality
- Collaborated with executive leadership on high-priority communications initiatives

2021 - 2022

Henry Schien One / Lighthouse 360

Product marketing manager

- Developed written communications including technical documentation, policy explanations, and client correspondence
- Conducted research and analysis to support accurate content creation using advanced methodologies
- Supervised a team of 4 content creators and managed editorial workflow, ensuring consistent messaging across organizational communications and coordinating stakeholder feedback integration
- Evaluated communication effectiveness and implemented improvements based on stakeholder feedback

2020 - 2021

Presbyterian Children's Home's & Services

Digital marketing coordinator

- Created and edited organizational communications including newsletters, policy updates, and donor correspondence for 10,000+ stakeholders
- Developed content management systems that improved organizational communication efficiency by 35%
- Collaborated with executive team on sensitive communications requiring discretion and professional judgment
- Maintained editorial standards across all organizational publications and correspondence

2019 - 2020

Launch Code After School / Code Galaxy

Product marketing manager

- Managed content creation for educational materials and organizational communications
- Led team of 3 marketing specialists while managing product marketing initiatives and campaign execution, resulting in 50% increase in program enrollment
- Coordinated multi-platform content initiatives ensuring consistent messaging and professional presentation