

BROOKE MARTIN-GIFFORD

PUBLIC RELATIONS

EXPERIENCE

PRO SHOP MANAGER

City of Louisville, Coal Creek Golf Course

2019-2022, 2024- Present

- Training new employees
- Attending expos to build relationships with brand representatives
- Maintaining brand rep relationships, coordinating meetings, placing orders
- Keyholder responsibilities: cash count, report, closing duties
- Managing client tee times, memberships, and profiles
- Creating promotional and informational content
- Finding solutions to unique client issues quickly
- Visual merchandising

SALES ASSOCIATE

PrAna

2022-2023

Teton Gravity Research

2023-2023

- Greeted and aided clients in making purchases
- Handled cash, answered phones, and maintained store standards
- Visual merchandising
- Aided execution of in-store events

EDUCATION

UNIVERSITY OF COLORADO BOULDER

2021-2026

Bachelor in Communications, Public Relations emphasis

Minor in Sports Media

Certificate in Critical Sports Studies

FAIRVIEW HIGH SCHOOL

BOULDER VALLEY TECHNICAL SCHOOL

2017- 2020

Completed requirements for early graduation through attending both Fairview High School and BVSD Technical School.

CONTACT

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[Visit my portfolio!](#)

<https://brma6780.wixsite.com/website>

SUMMARY

May '26 CU Boulder CMDI graduate with a major in Public Relations, a minor in Sports Media, and a certificate in Critical Sports Studies. Experienced in relationship-building, customer-focused communication, and collaborative team environments. Currently Pro Shop Manager at Coal Creek Golf Course, with hands-on experience in vendor relations, visual merchandising, organization, and leadership.

SKILLS

- Adapting information and skills to increase teachability and understanding
- Comfortable working in fast-paced environments
- Personable with good teamwork skills
- Quick and eager learner
- Comfortable with Microsoft, Google, Canva, Adobe, Meltwater, and Audiense softwares
- Course-related knowledge regarding aspects of the marketing and PR process
 - Press releases, marketing briefs, audience segmentation, campaign creation, media pitches, white space positioning, etc.