

Briena Bamford

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Summary

Passionate and versatile professional with experience in diverse fields and a strong enthusiasm for artistic and creative endeavors. Seeking an opportunity that will allow me to expand my skill set and take steps toward achieving my long-term goal of becoming a Creative Marketing Director.

Education

Grand Valley State University- Allendale, MI

Graduation: Spring of 2026

Bachelor of Business Administration

Major

Marketing

Minor

Cannabis Operations Management

Related Coursework

Micro and Macroeconomics, Marketing, Operations Management, Legal Business, Accounting, Spreadsheets/Excel Problem Solving, Statistics, Finance, Managing People in Organizations, Cannabis Tourism

Skills

- Proficient with Microsoft word, PowerPoint, Excel, Canva, Photoshop, Metric, etc.
- Experienced in facilitation, operational, management, and customer service roles
- Consistent and reliable
- Creative with an eye for detail-oriented pursuits
- Able to grasp new concepts quickly

Employment History

IndiGrow Craft Cultivation

November 2023-April 2026

Marketing & Cultivation Specialist with floater capabilities

- Actively contributing to various facets of the marketing spectrum within a dynamic micro-business setting.
- Marketing responsibilities include: Social media content creation, graphic design, event coordination and execution, photography, promotional campaigns, customer communication, community outreach, exploration of partnership opportunities, and in-depth market analysis
- Cultivation responsibilities include: Assisting in the monitoring and maintaining optimal growing conditions, propagating cannabis plants through cloning, defoliating plants to optimize growth and increase yields, etc.

Kindred Marketing

(Remote) April 2025-January 2026

Marketing Specialist

- Develop and execute comprehensive social media content strategies, including creation, scheduling, and performance tracking across multiple client accounts.
- Manage client relationships through proactive communication, ensuring project alignment, satisfaction, and timely delivery of all marketing materials.
- Oversee account management responsibilities by delegating tasks, coordinating working hours, and maintaining clear expectations among internal team members.
- Contribute to brand development by writing brand stories, manifestos, taglines, and other creative copies to define client identity and tone.
- Conduct marketing and competitive research, including the design and distribution of surveys, data analysis, and presentation of key insights and recommendations to clients.
- Collaborate cross-functionally to enhance campaign effectiveness, refine content strategies, and align deliverables with client objectives and market trends.

iGarden*

April 2023-Present (Seasonal)

Residential Gardener

- Conceptualize and implement client's requests for their specialized spaces, maintaining a portfolio of 60 clients during the 2023 season, with 40 of them under my individual care.
 - Focusing on meticulous attention to detail and integrating fluid, balanced design principles throughout the seasonal maintenance of properties.
 - Successfully managing an independent position. With a set schedule of 40 homes maintained for the entire 2023 season, and 30 homes for the 2024 season, demonstrating self-motivation and responsibility.
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