

BRINN ERIN HEFRON | PUBLIC RELATIONS SPECIALIST

USS PORTER (DDG 78) | DIVISION OFFICER AND COMMAND PUBLIC AFFAIRS OFFICER

July 2020 - Present

Supervised 12 Sailors in the Cruise Missile Division to ensure mission readiness and Strike proficiency of a Forward Deployed Naval Forces Europe Guided Missile Destroyer.

- Led the Strike Team in Cruise Missile Tactical Qualification as well as weekly Tomahawk Exercise scenarios in the Sixth and Fifth Fleet areas of responsibility, maintaining an average score of 99%.
- Coordinated with Sixth Fleet Public Affairs Officers to create patrol communications plans, published 11 stories to effectively communicate the mission of USS Porter to key publics, and managed embarked Mass Communication Specialists in Visual Information gathering.

WALGREENS CO. | COMMUNICATIONS SPECIALIST

December 2017 – February 2019

Responsible for the planning, development and delivery of internal company communications for assigned Pharmacy and Retail Operations business areas and projects.

- Coordinated with multiple business partners including marketing, merchandising and asset protection to develop communications plans for initiatives to more than 8,100 Walgreen's stores.
- Edited and approved more than 650 messages to store and pharmacy managers across the organization.
- Collected stakeholder feedback for ongoing evaluation of communications effectiveness; analyzed and summarized results for incorporation into communication strategy and planning.

U.S. NAVAL HOSPITAL ROTA, SPAIN | SUPERVISOR/COMMUNICATIONS LIAISON

September 2014 – September 2017

Supervised 15 staff members across multiple departments throughout the hospital. Liaised with forward deployed ships, coordinating more than 8,000 appointments valued at \$1.5 million in dental treatment.

- Planned, organized and led a team of 15 to create an event to celebrate the birthday of the U.S. Navy's hospital corps for more than 260 staff.
- Wrote and published five stories to navy.mil, photographed more than 90 command and base-wide events
- Displayed excellent written communication, drafted and distributed plans of the week throughout the hospital, updated communication boards, and managed mail operations for more than 300 staff members

NAVAL MEDICAL CENTER SAN DIEGO | SUPERVISOR

September 2010 – September 2014

Managed the daily operations of two clinics providing services for more than 9,450 patients annually. Supervised 11 staff members, responsible for the daily communication between patients, physicians and medical assistants.

- Created and distributed a monthly electronic newsletter for more than 300 staff members, which reinvigorated morale and increased the share of information throughout the Directorate for Medical Services.
- Managed an annual budget of \$8,000 for all consumable items to maintain funding at a preferred level.

GOSPORT, NAVAL AIR STATION PENSACOLA | REPORTER

December 2009 – September 2010

Supported marketing and corporate communications across the organization, communicated the story of the Navy to the Sailors throughout the fleet and to local civilian communities.

- Worked to communicate NAS Pensacola Commanding Officer's mission through the creation of visual content for the newspaper; became proficient in Quark software
- Provided Navy-wide coverage of the Deepwater Horizon oil spill in the Gulf of Mexico, April 20, 2010 and several distinguished visitor guests to include the President of the United States, Miss USA, and high-ranking government officials

EXPERIENCE

EDUCATION
AND
TRAINING

DEPAUL UNIVERSITY

Master of Arts in Public Relations and Advertising | 2018

Graduated with distinction

DEFENSE INFORMATION SCHOOL

Social Media Managers Course | 2017

ASHFORD UNIVERSITY

Bachelor of Arts in Journalism and Mass Communications | 2014

Graduated Magna Cum Laude