

Brittany Deitch

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EDUCATION

Temple University – Fox School of Business & College of Science & Technology, Bachelor of Arts 2019-2023

Major: Information Science & Technology Minor: Digital Marketing

EXPERIENCE

The Internet Is Dead, Podcasting, Digital Marketing March 2024 – Present

- Conceptualized brand identity & actualized unique podcast idea which aims to explore internet & fan culture.
- Organized interviews with high profile artists/creatives and completed sufficient research & outlines per episode. Delivered assets to guests' PR/management, made any requested edits prior to upload, while managing creator personalities.
- Developed creative, produced, & edited long & short-form videos for upload, devised marketing plan, and wrote copy for IG, TikTok, & Twitter. Accumulated (across platforms) of 28.2K+ followers, 415K+ views, and over 4.2M+ watch minutes since March 2024 with consistent weekly uploads on YouTube and Spotify.

SEOM Interactive, Remote April 2024 – Aug 2025
Digital Marketing Associate, *Social Media & Email Marketing*

- Drafted, batched, and scheduled organic social media content, localized for franchises, in Meta & LinkedIn.
- Built out emails using Emma, pulled subsequent metrics, & demonstrated proficiency in Excel to compile & analyze reports.
- Reported across multiple teams, managing administrative tasks and transferring client information/assets.

Paste Magazine, Remote May 2023 – Sept 2023
Intern, *Music Editorial & Social Media*

- Wrote daily news reports on music releases, handling sensitive information & showcasing ability to meet tight deadlines.
- Ran social media campaigns (combined reach 100k) for IG, TikTok, FB, where I modernized the company's brand identity with Gen Z focused content—producing concert montages & short-form interview reels (i.e. Black Midi, Alex G, etc.).
- Conducted interviews with high-profile artists (i.e. Current Joys, Lowertown, Declan McKenna, etc.), built out & edited articles in WordPress, applied understanding of SEO to drive traffic to the site.

Warner Music Group, Hybrid/New York June 2022 – Nov. 2022
Intern, *Global Marketing*

- Organized and analyzed growth of artists using charts and excel skills, applied data to market songs and further growth.
- Shot various concerts using professional DSLR camera & 35 mm camera, edited coverage to be uploaded on Songkick's social platforms (combined reach of over 3.7 million). Ran TikTok campaigns using concert footage and out-sourced clips.
- Coordinated meetings with note-taking, itineraries, creative briefs, follow-ups, and other administrative responsibilities.

PROJECTS

Ratpie Creative Collective, Digital Marketing, Media Creation Nov. 2021 – April 2025

- Founded media publication with the goal of creating a strong community for Philadelphia music.
- Collaborated with two co-founders in brainstorming ways to showcase existing art, utilizing Instagram/website to express video-editing, photography, & informational posts or creatives.
- Organized various events including fundraiser shows/art marts for the Ukraine, abortion funds, and harm reduction organizations with combined profit of \$2k, & simultaneously uplifted the artists involved.

Independent Video Projects, Filming & Editing, Digital Marketing May 2019 – Sept. 2020

- Uploaded weekly creative content for time-span, via YouTube for entertainment purposes.
- Generated collective total of 107,000+ views on all videos (in 2020).
- Established an audience of almost 2,000 users, and was able to monetize content.

NOTABLE PUBLICATIONS

- "11 Philadelphia DIY Bands You Need To Know," List, *Paste Magazine*, July 2023
- "Understanding the Internet Born Power Dynamic of Colleen Ballinger," Essay, *Paste Magazine*, July 2023
- "LOVE + POP and the Experimental Metamorphosis of Current Joys," Profile, *Paste Magazine*, August 2023
- "A Failure to Understand: The Power of Berlin's Holocaust Memorial," Essay, *Paste Magazine*, August 2023
- "Dread Hides Easily In The Basement," Non-fiction, *No Bells* (print), *Expat Press* (online), November 2024, June 2025
- "How I Killed Liam Payne," Essay, *Byline*, April 2025
- "rateyourboyfriend.com," Fiction, *Hobart Pulp*, July 2025
- "In Loving Memory of Pill Friends," Profile, *The FADER*, April 2026
- "Can Former Pick-up Artist Owen Cook, aka 'Tyler Durden,' Be Redeemed?" Profile, *GQ*, April 2026

SKILLS

Software: Microsoft Office, Adobe Suite, G-Suite, iMovie, Agora, WordPress, Meta, Emma, YouTube Studio, Canva

Marketing: Digital Analytics, Social Media, Communication, Writing

Web Development: C#, Java, HTML, CSS, Javascript, .NET Framework, WinForms, SQL, C.

Personal: Teamwork & Collaboration, Creativity, Motivation, Loyalty, Consistency, Communication, Marketing-Mindset, Organization, Fast-learning, Cohesive-Eye.