

RAYSEAN BROWN

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Experienced Director, Community Developer, and Marketing strategist with a demonstrated history of working in the public relations, marketing, sales and communications industry. Exceptional leader, talented at working under pressure, independently and in a team environment. Outstanding interpersonal and customer service skills. Technically-savvy with outstanding relationship building, training and presentation skills. Proficient with all Microsoft Office applications.

EMPLOYMENT DETAILS

PKZ Student Advocate **11/2017 to Current**
Job Title: Contract/Seasonal

- Promoting the academic, social, and personal success for the PKZ students at Central Florida Leadership Academy;
- Collaborates with Student Advocates in regards to the tutoring and advising schedule
- Assists PKZ Student Advocates with the collection of student data
- Maintains positive working relationships between program and school
- Supervises one-on-one tutoring/advising meetings and small group topic calendar;
- Plans field trips for Student Advocates and assigned students

My Brother's Keeper Orlando **05/2016 to Current 10/2017**
Job Title: Director

- Leveraged 4,460,000.00 in investments for MBK, which is 40% of FPR children & education budget
- Reduced disproportionate representation of BBYM in the justice system by developing programs aimed at preventing juvenile crime, and by building trust between BBYM and Orlando police officers to prevent disproportionate arrest
- Progress academic performance by promoting evidence-based academic support strategies such as the 21st century program, 88% maintained or improved satisfactory grades
- 100% of all high school seniors served via operation Americorps last year graduated high school and went to pursue college, trade school.
- took 76 youth on college tours, helped 1100 youth complete college & financial aid applications
- 805 youth were employed, 405 were boys, 284 or 70% were young men of color

Parramore Kidz Zone **10/2016 to Current**
Job Title: Community Development Specialist

- 30% increase in Parramore children attending preschool. From 39% to 69%
- Leveraged resources for 7 partners to offer academically enriched after school/summer programs in Parramore, 514 youth attended, up 69%
- Of 155 youth receiving PKZ students receiving student advocate services, 90% had 2.0+ GPA, 98% promoted to the next grade, 100% seniors graduated
- Took 135 youth on college tours/ 85 currently attend college
- 97 youth were employed through youth employment programs
- Juvenile arrest down 63% in Parramore, teen births down 73% in Parramore, child abuse cases down 48%, from 87 to 45
- Served 1,149 children last year

Kelly Educational Staffing Orlando **12/2016 to Current**
Job Title: Teacher/ Classroom Instructor

- Comprehensive reports to regular teachers regarding lessons and student progress
- collaborate with regular teachers in developing long term plans for struggling students, as well as designing new activities to enhance learning engagement of students
- Regularly engaged students in open discussions, developing team activities that enhanced student motivation and engagement
- improved progress of struggling students and increased class test scores
- instruct Math, Art, and English to classes ranging from 15-27 students from grade 6 to 12
- Developed classroom management to engage all learners
- Adhered to strict school policies and procedures regarding students with disciplinary issues

Central Florida Leadership Academy **08/2017 to Current**
Job Title: Math Enrichment

- Successfully Increased Students testing percentage more than 12% per standardized test
- Designed and implemented interactive Math lessons using innovative technologies for the school
- piloted and improved education strategies in researched instructional strategies using tailored lesson plans
- Evaluated the students daily on progress

McClain Enterprises **08/2015 to 05/2016**
Job Title: Marketing and Strategy
Consultant

- Reduced project break-even point of 3 unique businesses by 66% (arcade bar, theater, and soda company) by modifying the business model/plans making it more efficient and cost effective
- Raised 20,000 in donations for under privileged kids in less than two weeks by accurately identifying and marketing to McClain customer-segments
- Increased sales, attendance, and awareness to the McClain's Independence Square retail center by planning and coordinating 13 events in a two-month span
- Compiled and analyzed sales and marketing reports
- Conducted research to prepare, gather and proof briefing materials, agendas, and decks for all executive level meetings
- Assisted with team building initiatives and overall support for maintenance of organizational culture and employee morale
- Researched, proposed and implemented vendor services to decrease cost to organization
- Frequently used word processing, spreadsheet, database and presentation software

Graceland University Event Staff **12/2012 to 05/2015**
Job Title: Manager

- Increased international student employment for the event staff management organization more than 50% by setting up recruiting events geared towards international students involved in athletic clubs
- Leveraged blogs, online communications, and social media platforms to increase brand awareness and boost loyalty of clients, and team members
- Scheduled and conducted weekly staff meetings in regards to events, planning, and problems

- Responsible for scheduling halftime events, announcer for halftime events.

ACADEMIC BACKGROUND

**B.A. Business
Administration**

Graceland University

Year completed: 2014

B.A. Mass Communications

B.A. Management