



# **Brandice J. “Brandy” O’Brien**

## **Marketing and Communications Manager**

Brandice J. O’Brien, better known as “Brandy,” came to Greater Springfield Habitat for Humanity (GSHFH) in September 2020. She serves as the affiliate’s marketing and communications manager, her dream job. Brandy has nearly 20 years of experience in journalism and seven years in marketing and communications. Within her role, she is responsible for the creation and management of the website, newsletters, social media, ads, videos, blogs, press releases, printed collateral, and designed her first pair of Habitat branded dressy socks in an argyle pattern.

Brandy came to Greater Springfield Habitat from Viability, a Western Massachusetts nonprofit that helps people with disabilities get the resources they need. There, she served as the communication specialist and later a marketing consultant. She has freelanced for up-and-coming businesses and entrepreneurs; and used her skills as a volunteer for local nonprofits. Prior to entering the marketing and communications realm, Brandy worked for medium and small newspapers in Texas, Oklahoma, and Connecticut as a reporter, designer, and editor.

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