

MICHELLE K. BROOKS

Tampa, FL 33619
727.204.5178

Portfolio: www.calicosheart.com

brooksmichellek@gmail.com
[linkedin.com/in/michellekb Brooks](https://www.linkedin.com/in/michellekb Brooks)

PROFILE

Senior Graphic Designer, Photographer, and Charismatic Creative Professional with a proven track record of delivering creative solutions that exceed customer expectations. Innovative, out-of-the-box, focus-driven thinker with exceptional skills in graphic design, marketing and translating customer business needs into unique artistic solutions. Possess a passion for art and design, coupled with strong communication skills, creative talent, and ability to surpass production requirements. Background of success in producing cutting-edge designs and delivering innovative products and concepts, ensuring projects are executed with precision and excellence.

Diverse experience in all aspects of projects including design, product development and project fulfillment. Demonstrated strengths and successful background in Creative Design, Composing Layouts, Artwork, Website Maintenance, Corporate Communications, Logo Design, Branding, Art Production, Video Photography, Brochure Design, Task Management, Proofreading, Optimizing Graphics, and Pre-Press Production. Strong conceptual thinker who creates fully-integrated campaigns that extend to web, mobile marketing, advertising, sponsorship tie-ins, and beyond.

PROFESSIONAL EXPERIENCE

Logo HQ

09/2023 - 04/2024

A promotional products company.

■ **Graphic Designer/Creative Specialist**

Set up and maintained e-commerce sites for clients from creating and adding the swag, photographing, creating the website design, and monitoring all aspects of the backend of the store.

- Collaborated and worked closely with the sales team to ensure creative materials met the needs of the client.
- Created custom promotional products including t-shirts, convention graphics, and any promotional items ordered.
- Converted raster images into vector and resolved any artwork issues that arose during production.
- Provided image retouching, clipping paths, AI imagery, and image manipulation.
- Maintained production files, including fonts, images, logos, and artwork.
- Designed and developed effective and breakthrough advertising programs.
- Consistently delivered highly innovative graphic designs and creative materials within budget and under strict deadlines.

FLORIDA HEALTH CARE NEWS

02/2011 - 02/2023

A quarterly publication that delivers 23 editions to medical facilities ranging from Neurologists to Podiatrists.

■ **Manager of Creative/Senior Graphic Designer**

Initially hired as a Graphic Designer and promoted after six months to Creative Director. Performed product design and development, art production and development lifecycle, employee relations, and project completion. Responsible for the creative content, quality and competitive performance for all company products. Managed a staff of three graphic designers and photographers.

- Developed creative collateral such as article design, sales collateral, presentations, social media, websites, emails, forms, envelopes, labels, pamphlets, logos, posters, maps, Straz Center handouts, and event graphics.
- Accountable for all aspects of project management from planning and creative design through to completion.
- Executed effective strategies to increase the target audience's visibility, engagement, and loyalty.
- Developed branding concepts to illustrate each client's individual requirements.
- Implemented processes for social media postings on Facebook, LinkedIn, and Twitter platforms.
- Successfully translated subject matter into concrete design for promotional materials and sales collateral.
- Uploaded publication content to WordPress site for daily article posts.
- Recruited top-notch design talent to successfully build a strong creative team.

PROFESSIONAL EXPERIENCE**DATEX****09/2008 - 04/2010**

A provider of supply chain software, mobile computing solutions and managed services including mobile device management.

■ Graphic Designer/Web Developer/Marketing Coordinator

Created content for various digital platforms, including websites, email campaigns, and social media.

- Tracked analytics for social channels, web traffic, and email campaigns.
- Delivered daily updates to company social media platforms.
- Designed effective advertising campaigns using a variety of mediums.
- Planned, organized, and executed annual user conferences.
- Researched and reviewed marketing gains and benefits to understand lessons learned and improve future campaigns.
- Managed multiple projects diligently under aggressive deadlines.

AMERICA II CORPORATE**05/2003 - 05/2008**

A holding company for electronics and appliance manufacturing companies.

■ Marketing Manager/Graphic Designer

Initially hired as a Graphic Design Intern and given additional responsibilities as the Marketing Manager after one year. Responsible for the development and production of advertising campaigns for six companies including corporate event planning and annual tradeshow exhibitions. Provided leadership and art direction for three marketing representatives.

- Directed all phases of projects including creative design, design of fonts and logos, task management, pre-production and proofreading.
- Created marketing pieces by providing graphic design and art direction for a variety of products including ads, newsletters, report covers, annual reports, catalogs, direct mailings, brochures, exhibit displays, and maps.
- Conceived themes and designs for multiple tradeshows annually.
- Directed the design, development and maintenance of all sales collateral.
- Designed brochures, print ads, direct e-mail, and print advertising.
- Developed employee communications collateral in support of 200+ inside and field sales staff.
- Conducted onsite photography for all company events.
- Consistently met/exceeded demands, expectations and deadlines through exceptional work ethic and commitment to excellence.

EDUCATION**Bachelor of Fine Arts Degree in Graphic and Interactive Communication**

Ringling College of Arts and Design

Associate of Arts Degree in Interactive Media

International Academy of Design and Technology

MILITARY EXPERIENCE

US Army

TECHNICAL PROFICIENCIES

Adobe Creative Cloud (Photoshop, InDesign, Illustrator, Premiere, Acrobat Pro, Bridge, After Effects) HTML, CSS, Wix, WordPress, Analytics, MS Office (Word, Excel, PowerPoint, Outlook), CRM, and Social Media (Facebook, Instagram, TikTok, Twitter, LinkedIn, Pinterest) including Mac and PC experience.