



BROOKE SCHWASS
— CREATIVE SERVICES —

614.580.0530

www.brookeschwass.com
info@brookeschwass.com

OBJECTIVE

My experiences have provided me with a large variety of skills and the ability to work in many different situations. From designing to coding to copy writing, I have a wide range of talents to bring to your company. I have experience working with both Mac and PC platforms. After working for companies large and small, established and startup, I am a flexible problem solver with an eye for detail and a team approach to projects.

SKILLS

Photoshop	Fireworks	Google Drive	SalesForce
InDesign	Dreamweaver	MS Office	Pardot
Illustrator	Wordpress	Muse	Squarespace

EDUCATION

Bachelor's of Fine Arts in Illustration
Art Academy of Cincinnati - Cincinnati, OH - 2007 to 2011

HONORS

- Winner of 2013 Silver Cincinnati ADDY Award for business card design
- President's Award Scholarship
- Freshman Achievement Scholarship: Art Academy of Cincinnati
- Dean's List 2007—2011
- Valedictorian of 2011 Graduating Class

EXPERIENCE

Creative Director

Exact Media - Cincinnati, OH - January 2017 to Present

Responsibilities:

Print Design, Web Design and Development, Sales Support, Content Creation

Key Achievements:

- Implemented best practices for file management, mock ups, imagery and organization.
- Developed brand standards and implemented them across all marketing materials.
- Supported the sales and operations teams with mock ups and imagery for pitches, proposals and campaigns with national brands and retailers.
- Re-designed, developed and maintained company website.
- Developed logo and identity for a new product, Connections.
- Designed, developed and maintained website for www.exactconnections.com.
- Illustrated, storyboarded and scripted an explainer video for Connections.
- Illustrated an eBook/content piece to generate leads from the podcast using anecdotes from podcast guests.
- Contributed to marketing strategies for client outreach, email campaigns, webinars and more.



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Designer - Customer Attraction Dept.

School Outfitters - Cincinnati, OH - August 2014 to January 2017

Responsibilities:

Print Design, Email Campaign Design & Implementation, Internal Design Support, Promotional Item Management

Key Achievements:

- Met or exceeded KPIs for 2015. Increased monthly email output, increased coupon code redemptions and increased visitor traffic to website directly from emails.
- Worked within budget constraints to get multiple bids and find the best value for printed materials, promotional items and trade show booth fixtures.
- Designed and coded weekly email campaigns, leading to a significant increase in traffic and coupon redemptions for schooloutfitters.com.
- Designed and ordered marketing materials for multiple departments, including Sales, Co-ops & Contracts, Customer Attraction and Branding.

Interactive Designer

The Think Shop - Newport, KY - April 2012 to August 2014

Responsibilities:

Interactive & Print Design, Social Media Management, Website Management, Website Development & Design, Proposal Creation, Vendor Communication

Key Achievements:

- Re-branded 2 companies: Jolly Plumbing and Bella Luna.
- Created branding identities for 2 restaurants: Bistro Grace and Cozy's Cottage.
- Designed and developed websites for: The Think Shop, Bella Luna, New Perceptions and Cozy's Cottage.
- Established the agency's web design/development capabilities, going from collaborating with freelance web developers to eventually creating websites in-house.

Graphic Designer

Venue Lifestyle & Event Guide - Cincinnati, OH - August 2011 to April 2012

Responsibilities:

Designer on 3 issues of Venue Lifestyle & Event Guide, spanning 3 quarters. Each issue was between 280 and 360 pages.

Key Achievements:

- Designed between 40–50 advertorials/stories and 10–20 advertisements per issue.
- Directed and organized the fashion and shopping photo shoots for the Spring 2012 issue of Venue. (This included getting the photographer, make-up artist, hair stylist, clothing and location for the fashion shoot. It included choosing clothing and accessories then styling them for the shopping shoot.)