brooke

GRAPHIC DESIGN & ADVERTISING

EDUCATION

Kutztown University of Pennsylvania, Kutztown, PA
B.F.A., Communication Design, 2017, *summa cum laude*

SKILLS & QUALIFICATIONS

- Adobe Creative Suite
- Keynote
- PowerPoint
- Miro
- Figma
- WordPress
- HTML5
- CSS3
- Google Workspace
- Print production
- Mac OS and PC platforms
- Agency sales and procurement

DESIGN EXPERIENCE

andculture | Harrisburg, PA
Presentation & Marketing Specialist | *March 2019 – Present*
Creative Responsibilities:

- Design internal branded sales and marketing materials such as presentations, proposals, reports, one sheeters, case studies, infographics, email templates, social media graphics, thank you cards, posters, wall graphics, ads, and swag
- Act as a brand ambassador, ensuring the proper use of company brand standards and positioning
- Update client brand standards, design logos, and create sales and marketing collateral for start ups
- Write and curate branded sales content and design assets including boilerplate copy, case studies, and biographies

Sales & Leadership Responsibilities:

- Document team workflows and processes to increase efficiency
- Lead teams to build out win themes and content for proposal responses to ensure requirements and deadlines are met
- Onboard new sales executives
- Supported $10MM in sales as a dedicated designer

Brooke Snyder Design | York, PA
Owner | *May 2016 – Present*

- Designed a new brand identity and marketing collateral for a local auto repair shop, preserving the company's 60-year-old heritage
- Create invitations, posters, and programs for local weddings and festivals

Almo Corporation | Lutherville-Timonium, MD
Associate Graphic Designer | *November 2018 – March 2019*

- Designed web banners, emails, web ads, and newsletters for customer-facing marketing promotions
- Created trade show graphics and promotional materials
- Performed internal website updates

JPL Creative | Harrisburg, PA
Freelance Graphic Designer | *August 2018 – October 2018*

- Designed weekly email blasts based off of client brand standards and seasonal promotions
- Built animated gifs for use in email blasts
- Updated layouts and content for annual reports
- Created environments and backdrops for client holiday promotions and events

Skyscraper, Inc. | Lancaster, PA
Communication Design Associate | *July 2017 – July 2018*

- Participated in qualitative and quantitative research and ideation sessions for companies ranging from Fortune 500s to startups
- Used consumer insights to design concept presentations, packaging, and brand identities for clients such as Tabasco, Baskin-Robbins Korea, and Victor Mouse Traps
- Built microsites for product concept tests
- Curated, designed, and wrote internal social media content
- Branded and organized a company-sponsored conference
- Prepared files for print production

20nine | Conshohocken, PA
Graphic Design Intern | *January 2017 – March 2017*

- Designed initial campaign and logo concepts for clients such as the Adventure Aquarium, Tremor Video, and Corecentric
- Researched and gathered photography and video footage

Listrak | Lititz, PA
Graphic Design Intern | *May 2016 – August 2016*

- Designed marketing materials such as white papers, invitations, and direct mail for internal and external use, adhering to company brand standards
- Worked on a team to create the brand standards for an annual internal summit on professional growth

VOLUNTEER EXPERIENCE

Designathon | Kutztown, PA & Jersey City, NJ
Volunteer Designer & Coordinator | *March 2015 – March 2019*
An annual design marathon dedicated to creating pro-bono work for nonprofit clients

- Collaborated with peers to design websites, media kits, programs, and new brand identities
- Worked with Kutztown University's chapter of AIGA, professors, and faculty to organize and run the event

Design RX | Kutztown, PA
Volunteer Designer | *February 2016*

- Assisted a Fine Arts student in developing her personal brand

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Brooke Snyder

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