



BROOKE WILLIS

[linkedin.com/in/brookecwillis](https://www.linkedin.com/in/brookecwillis)
University of Georgia, 1999-2003
Bachelor of Science, Fashion Merchandising, Focus: Marketing

PROFILE

Results-driven creative marketing professional with deep experience in graphic design, copywriting, and multi-channel campaign execution, now seeking a full-time, in-house role. Skilled in brand-aligned digital and print design, content development, and cross-functional collaboration.

PROFESSIONAL EXPERIENCE

Freelance Marketing Professional & Graphic Designer — Studio Social Marketing & Design, Aug 2020-Present

Delivering clear, brand-aligned marketing through freelance and contract work, supporting multi-channel campaigns, visual design, and strategic communications. Experienced in creating digital and print assets including newsletters, web and social content, advertising, presentations, and thought leadership. A collaborative, detail-focused partner with experience supporting members, businesses, and community stakeholders across diverse industries.

Providing ongoing, regular marketing and communications support for the following organizations:

Augusta Metro Chamber of Commerce, Masters Housing Bureau, Resilient Communities of East Georgia, Camden Delta, Phoebe Insights, Anderson, Adkins & Crawford CPA, F&W Transportation, La Parisienne French Restaurant & Bakery, La Bourgogne Club de Polo, La Scuderia Pizzeria - Aiken, Gage Construction Consulting, Welcome Health Direct Primary Care, Precision Advisory Group Experts (PAGE) and AFM Give Me Wings.

Marketing Director — Augusta Pain Center, Apr 2016–Sep 2020

Led marketing, advertising, and communication initiatives supporting organizational growth and provider alignment. Managed referring physician relations by cultivating relationships with providers, strengthening referral pipelines, and coordinating ongoing communication. Prepared press releases, executive messaging, and digital content while analyzing CRM data to identify trends and opportunities across clinical locations.

Marketing Director — Fort Gordon & Community Credit Union, May 2011–Jul 2015

Developed and executed brand-aligned, compliant marketing and paid advertising for credit union members and community audiences. Produced digital and print assets, annual meeting materials, and promotional content while working closely with senior leadership and the Board. Led rebranding across core brand assets, collaborated with compliance, participated in the Georgia Credit Union Association marketing committee, and supported Credit Unions for Kids and Fort Gordon-focused nonprofit initiatives.

Director of Marketing — Bruster's Ice Cream of Augusta, Aug 2008–May 2011

Identified and executed creative marketing strategies to promote local stores' services and products. Implemented corporate marketing campaigns and tools on a local level. Communicated with media through press releases, resulting in coverage on television, radio, newspapers, magazines, and websites. Placed advertisements and corresponded with customers through online social networking, e-blasts and newsletters. Served as liaison between stores and local organizations to promote fundraising and vending opportunities.

Community Events Specialist — Columbia County Board of Commissioners, Apr 2006–May 2008

Assisted Events Manager in planning and facilitating logistics of government-sponsored community events. Solicited local business and media sponsorships to obtain funds and advertising. Recruited, coordinated and managed event volunteers and vendors. Communicated event information to public through media interviews and public service announcements. Designed print and website advertisements. Maintained webpage to market upcoming events. Arranged the placement, design and wording of television, radio, billboard and print advertisements.