

BROOKE WILLIS

Marketing Professional

PROFILE

Results-driven marketing professional with outstanding attention to detail and a creative eye • Exceptional communicator who conveys information verbally and in writing • Proven relationship-builder with excellent interpersonal skills • Productive and efficient worker with a solid work ethic

SOFTWARE SKILLS

Adobe Photoshop, InDesign, Microsoft Word, Excel, PowerPoint, Publisher, Mac Pages, Mac Numbers, iPhoto, iMovie, Canva, Venngage, Hubspot CRM

PROFESSIONAL AFFILIATIONS

Greater Augusta - Fort Gordon chapter of the Association of the United States Army
Columbia County Chamber of Commerce
Augusta Metro Chamber of Commerce

ACADEMIC BACKGROUND

University of Georgia, 1999-2003
Bachelor of Science, Fashion Merchandising

John S. Davidson Fine Arts, 1991-1999
Focus in Visual Arts

CONTACT

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WORK HISTORY

Freelance Marketing Professional

Brooke Willis Marketing & Design/Studio Social | August 2020-present

Providing organizations with marketing solutions, including branding, event planning, graphic design, content curation, SEO copywriting, website design & maintenance, social media strategy & management, and media relations.

Marketing Director

Augusta Pain Center | April 2016-September 2020

Cultivated relationships with referring providers and implemented referral base management • Identified growth opportunities by analyzing data • Managed and tracked communication and activities within a CRM (Customer Relationship Manager) platform • Identified leakage and territory competition • Designed marketing collateral and created digital content • Administrator for all social media accounts and updated website in coordination with agency • Executed cross-promotional activities with medical device representatives/marketers • Attended community events and networking functions to drive patient self-referrals and create awareness • Responsible for overseeing communications with the media, including preparing press releases and developing relationships with media representatives

Marketing Director

Fort Gordon & Community Credit Union | May 2011-July 2015

Represented the credit union at on-post and community events • Created and scheduled monthly promotions and on-site events • Coordinated sponsorship of community events, as well as donation requests and purchasing of promotional materials • Facilitated ad placement and developed media relationships • Scripted and voiced monthly radio commercials and quarterly television commercials • Designed and wrote quarterly newsletter and blog • Coordinated fundraising efforts benefiting Fisher House and Children's Miracle Network • Administrator and graphics designer for social media accounts and website

Director of Marketing

Bruster's Ice Cream of Evans/Augusta, GA | August 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 | April 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 • Provided 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