

# Erica Brooks

An established design leader, Erica has more than a decade of experience delivering content-driven art direction and design. Her journalism background influences her passion for collaborating to create attractive and engaging content for publication and online.

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## PROFESSIONAL EXPERIENCE & AWARDS

### McMURRY/TMG

#### Senior Art Director (2014–present)

As a team leader, develops strategic design solutions for custom magazines and online content for an array of clients in sectors including healthcare (Baylor Scott & White Health, University of Utah Health Care and more), insurance (Aon), finance (American Honda Finance Corporation), and academia (Northern Arizona University).

Part of the design duo currently nominated for an Ozzie award in the B-to-B Overall Design category for Aon's *One* magazine.

Initiates and executes redesigns to achieve client marketing goals and to align with design and technology trends.

Assigns and directs photography, illustrations and infographics while consistently delivering high-quality imagery on or under budget and on time. Manages budgets for multiple publications, ranging from \$4,500 to \$22,000 per issue.

Fosters collaboration with editors, account directors, web developers, project managers and vendors. Seeks opportunities to improve processes in favor of efficiency.

Cultivates a positive company culture as the initiator of the Phoenix office's Culture Committee.

### McMURRY/TMG and McMURRY

#### Art Director (2009–14), Associate Art Director (2008–09)

Consistently delivered high-quality publication designs on behalf of clients. Coordinated photo and video shoots; assigned illustrations and infographics. Developed and adapted an award-winning, intricate direct mail program for Baylor Scott & White Health, leading to response rates of 5.7%. Proposed new products reflecting visual and content trends online and in print to grow accounts.

Recognized by company leadership with V8 award (company employee of the month) in 2014. Earned Top Dog award (team employee of the quarter) in 2010.

### BIGFISH PUBLICATIONS

#### Senior Designer (2005–07), Junior Designer (2004–05)

Directed all design work for national and international magazines for the pool, spa and travel industries. Oversaw process from brainstorming through production, coordinated with local and UK-based printers. Managed a team of interns and freelance designers.

### WEDDING & HOME MAGAZINE (LONDON)

#### Intern (2003)

Assisted art staff on model and product photo shoots. Researched and fact-checked articles and provided support for all staff.

## EDUCATION & PROFESSIONAL DEVELOPMENT

### UNIVERSITY OF MISSOURI

#### Cum Laude (2004)

Bachelor of Journalism

Minor in Religious Studies

Studied abroad at Imperial College in London

### TOASTMASTERS INTERNATIONAL

#### Chapter President (2012–13), Member (2007–present)

As president, led and organized monthly chapter meetings. Earned Competent Communicator, Competent Leader and Advanced Communicator Bronze awards.

## COMMUNITY INVOLVEMENT

### UNIVERSITY OF MISSOURI ALUMNI BOARD

#### President (2008–10), Member at large (2004–present)

As president, led a local board of volunteers to plan events, coordinate fundraisers and award scholarships.

### DAYSPRING UNITED METHODIST CHURCH

#### Communications Committee (2008–14)

Collaborated to develop and execute a communication plan. Consulted with a branding firm to rebrand the church.

### ALPHA CHI OMEGA PHOENIX ALUMNI BOARD

#### Vice President Communications (2006–present)

Produces chapter newsletter for. Collaborates with board to develop and plan monthly events.

### CARE KIT PARTY

#### Board of Directors member at large (2015–present)

Consults with co-founders to launch nonprofit organization to serve the homeless by providing aid and resources.