

Erica Brooks

Erica's journalism background influences her passion for collaborating to distill complex information and create attractive, compelling content-driven design solutions for publication in print, online and in person to achieve her clients' strategic goals.

ericabrooksdesign.com • erica@hellocreativesolutions.com • 480-495-8231

PROFESSIONAL EXPERIENCE

HELLO CREATIVE SOLUTIONS

Content Designer, Owner (Jan. 2016–Present)

Serves the design and visual marketing needs of clients ranging from independent business owners to national organizations and multinational corporations. Designs engaging and accurate infographics, print and digital publications, presentations, eBooks, annual reports and promotional communications. Consults on marketing campaign strategy and design processes.

Clients include: Colliers International, Small Giants, Make-A-Wish, Human Rights Campaign, Blue Cross Blue Shield of Arizona, UL

McMURRY/TMG

Senior Art Director (Oct. 2014–Jan. 2016)

As a team leader, developed strategic design solutions for custom publications and content marketing campaigns. Assigned and directed photo shoots and illustrations. Managed budgets for multiple publications. Initiated and executed redesigns to achieve client marketing goals and to align with shifting design and technology trends. Cultivated a positive company culture as the initiator of the Phoenix office's Culture Committee.

Earned an Ozzie award in the B-to-B Overall Design category for Aon's *One* magazine.

Clients included: American Honda Finance Corporation, Aon, Baylor Scott & White Health, University of Utah Health Care, Kaiser Permanente Colorado, Northern Arizona University

McMURRY/TMG and McMURRY

Art Director (Nov. 2009–Sept. 2014),

Associate Art Director (Mar. 2008–Nov. 2009)

Delivered engaging publication designs, meeting clients' brand and budget. Assigned and coordinated photo and video shoots. Developed 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, including an increased focus on data visualization and social media graphics.

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 (July 2005–June 2007),

Junior Designer (Aug. 2004–July 2005)

Directed all design and photography for national and international magazines for the pool, spa and travel industries. Coordinated with local and UK-based printers. Managed a team of interns and freelancers.

WEDDING & HOME MAGAZINE (LONDON)

Intern (Jan.–Apr. 2003)

Assisted art staff on model and product photo shoots. Researched and fact-checked articles and provided design and editorial 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 (2007–2015)

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

COMMUNITY INVOLVEMENT

REMOTE YEAR **Participant (Aug. 2016–July 2017)**

Active member of a community of 50+ talented and motivated digital nomads who travel together and worked independently while living in 12 cities around the globe for 12 months.

UNIVERSITY OF MISSOURI ALUMNI BOARD

President (2008–10), Member at Large (2004–2016)

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

SOFTWARE & OTHER SKILLS

Expert: Adobe CC InDesign, Photoshop, Illustrator, Acrobat, content strategy. **Advanced:** Google Docs, Google Slides, Microsoft Word, Excel, PowerPoint, Trello, Slack, photography, writing, proofreading. **Familiar:** WordPress, Dreamweaver, Keynote, HTML.