

Brooke Follette

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SKILLS SUMMARY

I have design and marketing experience in multiple areas including collateral materials, journalism, social media, digital communication and advertising. I am proficient in Adobe Photoshop, Illustrator and InDesign, and have working knowledge of Premier, FinalCut, Microsoft Word and Excel. I have also recently gained knowledge of Marketo, a marketing automation platform, and Salesforce, a customer relationship platform. I enjoy all aspects of writing, editing and proofreading, and have experience working with print companies. I am creative, innovative, highly efficient and enjoy working with people.

EXPERIENCE

FunnelWise, West Des Moines, IA (October 2016 - Present)

Demand Generation Coordinator

- Develop, execute and measure marketing and communication strategy
- Provide direct support for sales in relation to demand generation and marketing
- Email campaigns, website management, digital and print collateral, etc.
- Produce, design, package and manage content tailored to target audiences:
- Whitepapers, blogs, sales collateral, email, website, social media and more

NAI Optimum Commercial Real Estate, West Des Moines, IA (March 2014 - October 2016)

Marketing Director

- Support brokers and property managers in all marketing efforts including signage, maps, flyers, proposals, infographics, presentations, memorandums, social media, printing, drone videography, emails blasts, etc.
- Create and manage yearly budget for all marketing collateral, ads, etc.

EDJE Technologies/DesignInk, Urbandale, IA (June 2013 - March 2014)

Print Manager

- Manage print shop employees and work closely with clients
- Design business cards, brochures, invites, monthly newsletter etc.
- Communicate with printers daily regarding quotes and print details

The Des Moines Register Design Studio, Des Moines, IA (February 2012 - June 2013)

Layout Specialist- Designer I

- Design internship developed into a full-time position
- Design page elements including layout, headlines, fonts and graphics
- Communicate with editors through instant messenger and email

ALT Magazine, Grand View University in Des Moines, IA (August 2012 - April 2013)

Editor-in-chief

- Work with editors to develop design concepts and articles
- Direct staff, manage all positions and work with printers

EDUCATION

Grand View University, Des Moines, IA (August 2009 - April 2013)

Graphic Design and Journalism- GPA 3.8

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REFERENCES

Rhonda O'Connor

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