

BROOKE DAVID

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CORE EXPERTISE

- Interactive Technologies
- Creative Strategy
- Digital Advertising
- Art Direction
- Ideation
- Brand Vision
- Project Management
- Resource Allocation
- Content Strategy

TECH SKILLS

- Adobe Creative Suite:
Photoshop, Illustrator, InDesign
- Microsoft PowerPoint & Excel
- Video
- Premiere Pro
- After Effects
- Keynote / Adobe Acrobat
- Photography / Painting

RESIDENCY

Residency Unlimited

Video Project

Brooklyn, NY

- First New York based artist invited to attend the residency.

EDUCATION

Harlem Studio School

Certificate/Classical Realism
Art Atelier

New York, NY

Union Square Atelier

Nat'l Academy School Certificate/
Studio Art Intensive

New York, NY

Fashion Institute of Technology

BFA/Illustration

New York, NY

PROFESSIONAL EXPERIENCE

Freelance

Creative Director

New York, NY
08/2011 - Present

Managed a diverse client base, delivering creative solutions and branded assets to increase brand awareness and revenue generation.

- Led the creative direction and implemented design in alignment with overall brand vision to execute various events and projects
- Communicated closely with internal client teams to identify requirements and develop creative strategies to deliver results
- Executed projects within contractual requirements, including strict time and budget constraints

Key Clients:

- Museum of Sex, New York
- Museum of Contemporary Art Chicago
- Brand: The Astronaut Wives Club
- Playboy Magazine and Flaunt Magazine
- Lipstick Queen/House of Exposure Concept Boutique
- Spanx, Soho House New York and Los Angeles

Atria Publishing

Creative Director

New York, NY
06/2016 - 08/2017

Transformed the organization as the first Creative Director in company history, charged with developing the role, improving operations, and fostering a culture of innovation.

- Strategically aligned short and long-term creative goals with overall business objectives
- Identified individual project goals to develop creative strategies for each published book and gain market share through innovative marketing initiatives
- Led the creative vision from conception through execution by implementing timelines, budgets, and KPIs for project deliverables
- Implemented creative ideation and industry best practices to increase social engagement and email campaign success rates
- Directed a cross-functional design team to manage all phases of a project life-cycle, ensuring quality and consistency across deliverables
- Led innovative marketing campaigns including online and print advertising, content and copywriting strategy, video development, and social media engagement

Key Projects:

- Generated a 75% increase in social media engagement within the first week for the Wonderful World of Backman, Beartown, The Cutaway and the Seven Husbands of Evelyn Hugo launches
- Executed advertising campaigns for #1 New York Times Bestselling authors Fredrick Backman, Kevin Hart, Issa Rae, Jennifer Weiner, Joseph Kannon, Colleen Hoover, and Thomas Mullen
- PopSugar, Oprah, People Magazine, NPR and The New York Times

Marc Jancou Gallery

Marketing Consultant

New York, NY
09/2014 - 11/2015

- Developed creative campaigns and content strategy including digital promotions, sales, and sponsorship initiatives to increase market presence
- Managed logistics for events to increase brand awareness and generate community engagement

Lehmann Maupin

Media/Branding Consultant

New York, NY
06/2013 - 07/2014

- Led the Artist Liaison department to conduct market research to identify opportunities for brand and artist collaborations
- Facilitated mutually beneficial partnerships to align a brand vision with artist influence

Key Partnerships:

- Mickalene Thomas and Sephora
- Tracey Emin and Time Square Arts NYC

Freelance

Interdisciplinary Artist

New York, NY
01/2008 - 05/2013

- Created original artwork in media from paint, photography, and video to interactive installation

Key Exhibitions:

- Spring Break Art Fair, Sotheby's
- The Boiler, Pierogi Gallery, NurtureArt
- 401 Projects, Truck Yeah, ARTCART NYC
- Nationals Art Club, Nicole Klagsbrun Gallery

TRAINING

- VR & 360 Video Production: Google Daydream Impact Certificate