

Brooke A. Weber

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WORK HISTORY:

The Magdalen House **Associate Art Director**

Dallas, Texas

February 2023 - present

Leadership: **Managed multiple multi-platform advertising projects** across several Internal departments

- Created all external printed collateral for internal events including, but not limited to, outdoor banners, printed programs and invitations
- Brainstormed effective advertising for 2 unique events with a multi \$100,000 budgets and a combined total 1,000 attendees
- Generated digital graphics for all external, direct mail, web banners,
- Oversaw the development of campaigns from brainstorming to final completion
- Created organic social content for multiple platforms Instagram, Facebook, Tik Tok and YouTube

Publicis Groupe (Hawkeye)

Dallas, Texas

June 2022 - August 2022

Art Director Intern

Project Link: **Created creative pitches for multinational brands** including NFL Credit Card, Tax act, Pfizer and Aetna HealthCare

- Strategized the campaign briefs along with the account team
- Partnered with copywriter to produce quality campaign ideas decks that were presented to VP Creative Director and Associate Creative Director
- Presented conceptual ideas during internal client reviews to 20 persons team with passion
- Collaborated on new business pitches to secure potential opportunities with a 20 person international team.
- Designed external treatment decks for film directors

Twelve Midnight Media Production

Dallas, Texas

June 2021 - August 2021

Art Director Intern

Project Link: Collaborated with Creative Director as a Production Assistant for Photo and Video shoots

- Assisted with every aspect of client projects, from ideation to post-production processes throughout whole campaign
- Completed a self-directed creative project, from brainstorming to production, applying acquired skills and knowledge
- Actively participated in brainstorm sessions for local brand video shoots including TX Whiskey, Visit Fort Worth (12 Mighty Orphans)
- Scouted locations with the creative director for video campaigns
- Immersed fully in on-set commercial production experiences

Southern Methodist University Student Affairs

Fort Worth, Texas

December 2020 - May 2022

Art Director Intern

Leadership: **Spearheaded Internal Impact Report Magazine design and layout** proactively taking into account brand audience

- Conducted regular meetings with in-house clients and creative director to exchange views on and verify changes, requested feedback from and followed up with both the client and creative team on their suggestions**
- Collaborated regularly with copywriter intern to discuss the current campaigns and created compelling social posts
- Responsibilities encompassed translating the client's vision into design solutions, maintaining a prioritized and professional work environment and managing projects from conception to completion.
- Actively used brand standards and style guides to create collateral print programs
- Contributed to internal brainstorming sessions for social campaigns

EDUCATION:

Southern Methodist University Dallas, TX 75205

B.A Creative Advertising Minors Graphic Design and Photography