



BROOKE ROGERS

Creative. Strategist.

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 BrookeRogers.work

EDUCATION

BACHELORS OF MARKETING
University of Nebraska—Lincoln
August 1999 to May 2005

BACHELORS OF MERCHANDISING
University of Nebraska—Lincoln
August 1999 to May 2005

**MARKETING/MERCHANDISING
STUDY ABROAD**
London College of Fashion,
London, UK
January 2002 to March 2002

SKILLS

Adobe Creative Suite
Microsoft Office
Customer Journey Mapping

PROFILE

Good strategy and design are the backbone of any marketing department, and I've got an eye for both. Finding creative ways to communicate or improve processes to impact overall efficiency bring me joy, and I thrive on the opportunity to work with/lead teams towards a common goal.

Relator | Strategic | Individualization | Arranger | Communication

EXPERIENCE

2016 - Curr **SENIOR COMMUNICATIONS SPECIALIST**
Lincoln Electric System

- Develop communications and strategic planning functions, working directly with all levels of management, external agencies, organizations and consultants.
- Serve as department lead to prioritize, assign and monitor work to ensure it is done according to expectations.
- Lead the team on strategy, concepts and design, advertising, corporate communications, educational programs, events, public relations and promotions.
- Assist in departmental budget development and track variances per project.
- Manage the LES intern when applicable.

2011 - 2016 **DIRECTOR OF MARKETING**
West Gate Bank

- Developed and implemented all West Gate Bank marketing campaigns as a department of one.
- Designed, wrote copy, strategized and created all advertising materials according to brand identity.
- Tracked and analyzed results and ROI for all campaigns.
- Managed annual marketing budget.
- Administered website and operated the WGB social media accounts.

2007 - 2011 **ACCOUNT MANAGER**
Swanson Russell

- Provided team leadership and implementation of marketing plans and tactics from eight national clients.
- Consulted on all creative and advertising efforts.
- Managed two Account Coordinator employees.
- Acted as a liaison between client and creative teams.
- Participated in strategic planning on accounts.

2006 - 2007 **ACCOUNT COORDINATOR**
Swanson Russell

- Managed project management details and delivery dates on all client projects.
- Organized each account and provided support to various teams and clients.