

Brooke Shoemake

Graphic Designer · brookeshoemakedesign.com
470-219-2581 · brookeshoemake1@gmail.com

Experience

Jan. 2022 - Present

Tanner Health System · Carrollton, Georgia

Graphic Designer · Marketing Strategy and Planning

- Collaborate with marketing team to develop and deploy communications for Tanner and its service lines across various channels including print advertising, direct mail, social media, email, billboards, and Google display ads.
- Create and update print materials for Tanner medical practices.
- Act as lead designer for The Birches On Maple, a new senior living community partnered with Tanner. Complete promotional and sales materials, maintain website, and manage signage through all stages of pre-construction and community launch.
- Design marketing materials for Tanner events.
- Develop and implement a signage policy for the Tanner organization. Design, order, and manage installation of signage for Tanner hospital facilities and medical practices.
- Collaborate with cardiothoracic surgeon, cardiac service line members, and marketing team to create and launch GettingBoard, an international online educational platform for medical students and doctors.
- Contribute to Tanner's rebranding efforts including an updated logo, sublogos, colors, website, signage, and all corresponding materials.
- Co-manage and train graphic design interns.

Jan. 2017 - Dec. 2021

University of West Georgia · Carrollton, Georgia

Senior Graphic Designer / Project Manager · University Communications and Marketing

- Led high-level design projects promoting the University and its programs.
- Acted as the lead designer and project manager on environmental design projects.
- Managed Graphic Design team members, freelance designers, and student interns.
- Organized and managed design assets, files, and online photography galleries.
- Served as the department point person for project management systems.
- Worked with the Executive Director of Creative Services to develop, manage, and implement plans and schedules for Communications and Marketing projects.
- Organized and facilitated team meetings to strategize and execute projects.

Graphic Designer · University Communications and Marketing

- Created a variety of internal and external collateral for the University and its programs.
- Worked to ensure brand consistency during refresh initiatives.
- Acted as lead designer on UWG Athletics materials.
- Collaborated with team members on photo, web, and digital marketing needs.
- Partnered closely with on-campus printing department to produce marketing materials.

May 2013 - Jan. 2017

Southwire Company, LLC · Carrollton, Georgia

Graphic Design Intern / Junior Designer · Marketing Communications

- Contributed to product rebranding initiatives and developed marketing materials accordingly.
- Assisted marketing team with launch of new line of tools products.
- Designed branded materials such as advertisements, sales sheets, tradeshow booths, social media posts, and product packaging to promote and sell products.
- Photographed and edited product images. Prepared product images for online retailers.

Education & Training

May - Nov. 2021 Cohort

University of West Georgia

LeadWest Leadership Academy

A 6-month professional development opportunity to foster high-level leadership skills, broaden exposure to UWG units and strategic initiatives, and develop high-performing leaders.

Graduated Dec.2016

University of West Georgia

Bachelor of Fine Arts, Graphic Design

Summa Cum Laude Graduate, Ingram Scholar, Zell Miller Scholarship, Gordon Watson Award

Skills

- Adobe Creative Suite: InDesign, Illustrator, Photoshop, Acrobat, After Effects
- Project Management Systems: Wrike, Asana, ActiveCollab
- Google Workspace
- Microsoft Office Suite
- Eloqua Email Software
- Content Management Systems/Website Builders: Wordpress, Duda, CareTech, Wix
- Canva

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References Available Upon Request