

BROOKE NOTTINGHAM

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EDUCATION

Indiana University

Bachelor's Degree in Graphic Design
2021 - 2024

Transylvania University

2020 - 2021

LEADERSHIP EXPERIENCE

President of Women's Club Basketball

Indiana University, 2022 - 2024

- **Strategic Planning & Execution:** Spearheaded the organization and coordination of national tournament logistics, including travel arrangements and event operations, enhancing team performance and experience.
- **Team Leadership & Oversight:** Lead and managed the executive board, driving team objectives and fostering collaboration to ensure smooth operation and effective decision-making.
- **Stakeholder Engagement:** Acted as the primary liaison between the club and the Indiana University Club Sports Federation, representing the organization and advocating for its interests.

Division III HCAC Newcomer Team Award

Transylvania University, 2020 - 2021

- **Award Recognition:** Earned the Division 3 HCAC Newcomer Award for outstanding performance and impact in the inaugural season.
- **Athletic Performance:** Played as a starting point guard, demonstrating leadership and strategic thinking on the court.

SKILLS

- **Graphic Design:** Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe Express, Adobe Rush, Canva
- **Digital Marketing:** Sprout Social, Constant Contact, Works24, Google Analytics
- **Content Creation:** Branding, Color Theory, Content Writing, Editing, Layout Design, Typography
- **Technical Skills:** SM Management, CMS, HTML & CSS, Email Marketing

PROFESSIONAL EXPERIENCE

Marketing Assistant

Springs Valley Bank & Trust Company | 2024 - Present

- Schedules social media posts and updates graphics to enhance the bank's online presence.
- Creates original flyers and promotional materials for various marketing campaigns.
- Schedules and manages campaign media posts and email marketing efforts to reach target audiences effectively.
- Monitors media channels and analyzed campaign performance metrics to inform marketing strategies.
- Coordinates digital marketing campaigns, ensuring alignment with business goals and target audience.

Graphic Designer

Indiana Daily Student | 2022 - 2024

- Collaborated with cross-functional teams to brainstorm and execute creative marketing campaigns.
- Designed eye-catching and effective promotional materials, including flyers, posters, and social media graphics.
- Used graphic design software to produce high-quality visual content for articles and advertisements.
- Managed and maintained a consistent brand identity across all design projects.
- Participated in brainstorming sessions and contributed creative ideas to enhance the publication's visual appeal.
- Worked under tight deadlines to ensure timely delivery of design assets for publication.

Hostess

GG's Pizza | 2021 - 2024

- Created and maintained visually appealing menu boards and promotional displays, enhancing the restaurant's overall aesthetic.
- Assisted with taking customer orders, managing the cash register, and processing payments.
- Provided excellent customer service by addressing customer inquiries, handling complaints, and ensuring a positive dining experience.
- Maintained a clean and organized work area, following food safety and hygiene standards.

Marketing Intern

Kimball National | 2019 - 2020

- Streamlined the organization of product samples and marketing materials to boost efficiency and support seamless execution of marketing activities.
- Collaborated with colleagues for the creation of future products.
- Provided research and analysis on market trends and competitors to guide strategic decisions and optimize marketing efforts.