

Brooke Shoemake

DESIGN

Graphic Designer · BrookeShoemakeDesign.com · BrookeShoemake1@gmail.com · 470-219-2581

Experience

JUNE 2024 – PRESENT | BROOKE SHOEMAKE DESIGN · CARROLLTON, GEORGIA

Design Studio Owner · Graphic Design and Painting

- Collaborate with clients to deliver thoughtful design solutions across print, digital, and environmental formats.
- Redesign packaging labels and develop product branding to elevate visual identity.
- Create logos, brand systems, and style guides tailored to each client's goals.
- Lead creative direction for marketing campaigns from concept to execution.
- Design event promotions, signage, and digital assets for programs and initiatives.
- Produce marketing materials for small businesses and large organizations alike.
- Design brochures, booklets, and multi-page documents with clear, engaging layouts.
- Build and update websites with intuitive design and user-friendly structure.
- Maintain strong client relationships through clear communication and reliable delivery.
- Create custom illustrations and commissioned artwork using watercolor or digital illustration.

JAN. 2022 – MAY 2024 | TANNER HEALTH · CARROLLTON, GEORGIA

Graphic Designer · Marketing Strategy and Planning

- Collaborated 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.
- Created and updated print materials for Tanner medical practices.
- Acted as lead designer for The Birches On Maple, a new senior living community partnered with Tanner. Completed promotional and sales materials, maintained website, and managed signage through all stages of pre-construction and community launch.
- Designed marketing materials for Tanner events.
- Developed and implemented a signage policy for the Tanner organization. Designed, ordered, and managed installation of signage for Tanner hospital facilities and medical practices.
- Collaborated with globally-renowned cardiothoracic surgeon, cardiac service line members, and marketing team to create and launch GettingBoard, an international online educational platform for medical students and doctors.
- Co-managed and trained graphic design interns.

NOV. 2020 – 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.

Experience continued

JAN. 2017 – NOV. 2020 | UNIVERSITY OF WEST GEORGIA · CARROLLTON, GEORGIA

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
- Procreate
- Canva
- ChatGPT
- Project Management Systems: Wrike, Asana, ActiveCollab
- Content Management Systems/Website Builders: Wix, Wordpress, Elementor, Duda, CareTech
- Google Workspace
- Microsoft Office Suite
- Eloqua Email Software