

BROOKE K. COLLINS

ART DIRECTOR | DESIGNER | ARTIST

1 (315) 212-4689

Brooke.K.Collins@gmail.com

BrookeKCollins.Com

EDUCATION

07.2022 **Master of Fine Arts,
Visual Communication Design**
Rochester Institute of Technology

12.2018 **Bachelor of Fine Arts,
Graphic Design**
State University of New York at Potsdam

Minor in Business Administration:
Concentration in Marketing

Minor in Art Studio:
Concentration in Ceramics and Illustration

EXPERIENCE

01.2016 - **Designer, Creative Director, Owner**
PRESENT *Clever Fox Studios, LLC | Colton, NY*

Operating a small-scale design studio, overseeing client acquisition, and effectively managing client relationships. Specializing in serving startups seeking comprehensive branding, identity, and design solutions, encompassing graphic and web design.

01.2022 - **Associate Art Director**
06.2023 *Partners and Napier | Rochester, NY*

Strategically designed diverse media for major corporations, spanning print, digital, and physical, enhancing brand identity and innovation. Participated in cross-functional teams in executing projects, including billboards, websites, packaging, branding, and print materials, while ensuring print standards and legal compliance.

01.2019 - **Social Media Manager**
08.2019 *Chason Affinity: Collegiate Village | Potsdam, NY*

Proficiently developed social media calendars, curated engaging content, and delivered in-depth traffic and social media engagement analysis to inform and support the marketing team's strategies

04.2014 - **Manager | Bridal Consultant**
12.2018 *Sposa Bella Bridal | Canton, NY*

From ages 15 to 17, I steadily advanced from a bridal consultant to a managerial role, which I held until my undergraduate graduation at age 19.

BOARDS

01.2023 - **Board Of Directors, Member**
PRESENT **New York Arts Council**
St. Lawrence County Arts Council

CERTIFICATIONS & COURSES

12.2026- **Brand Master Academy**
EXPECTED *Brand Strategy | Market Research | SEO | More*

SKILLS

Design Software:

Adobe Creative Cloud
Photoshop, Illustrator, InDesign, Lightroom, Acrobat
Maxon Cinema 4D | Figma | Canva
ProCreate | Wix Websites | HTML/CSS Basics

Social Media and Marketing:

Social Media Strategy | Instagram
Pinterest | Facebook | Hootsuite

Graphic Design

Conception | Illustration | Iconography
Branding | Logo Design | Print Design
Typography | Layout | Digital Design

Project Management:

Effective Presentation | Written and Verbal
Communication | Client Pitching | Team
Collaboration | Client Relationship Management

Brand Strategy:

Brand Review | Identity Design | Market Research
Cohesive Design within Brand Guides

ACHIEVEMENTS & AWARDS

Honor Societies

2015- **Phi Eta Sigma, Member**
2018 **Phi Eta Sigma, President**
2018 **Kappa Pi, Member**

Scholarships & Awards

Rochester Institute of Technology - Department Scholar
Phi Eta Sigma National Office - Scholarship Of Excellence
SUNY Potsdam - Marty Phillips Scholarship | Art
Department Scholar | Dial Scholarship

**President's List, 2014, 2015, 2016,
2018, 2019, 2020, 2021 Dean's List, 2017**