

# BROOKE K. COLLINS

ART DIRECTOR | DESIGNER | ARTIST

1 (315) 212-4689

Brooke.K.Collins@gmail.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.

## 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  
Time Management | Project Planning

## ACHIEVEMENTS & AWARDS

### Honor Societies

- 2015 **Phi Eta Sigma**  
National Honor Society
- 2016 - **Phi Eta Sigma, President**  
National Honor Society
- 2018 **Kappa Pi**  
International Honor Society

### Academic Awards

- 2019 **Department Scholar**  
Rochester Institute of Technology
- 2018 **Scholarship Of Excellence**  
Phi Eta Sigma National Office
- 2018 **Marty Phillips Scholarship**  
SUNY Potsdam
- 2015 **Art Department Scholar**  
SUNY Potsdam
- 2014 **Dial Scholarship for  
Academic Achievement**

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

## PORTFOLIO

**BrookeKCollins.com**