



BROOKE SHOWALTER

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EXPERIENCE

ASSOCIATE CREATIVE DIRECTOR, POPSKULL

April 2022 - Present // Remote

- *Led a team of designers, content creators, and copywriters, fostering collaboration and creativity to deliver integrated campaigns across various mediums.*
- *Developed and executed content strategies across multiple platforms, ensuring alignment with client objectives and business goals.*
- *Collaborated with other designers, project managers, and stakeholders to manage schedules, prioritize workloads, and deliver projects on time and within budget.*
- *Mentored team members through project development, performance management, and career advancement, fostering a culture of growth and excellence.*

SENIOR ART DIRECTOR, HALO BRANDED SOLUTIONS

October 2019 - April 2022 // Remote

- *Defined design direction and led a team in developing goal-driven creative concepts for integrated campaigns, including web, print, and e-commerce projects.*
- *Managed multiple projects simultaneously, monitoring schedules and budgets to ensure timely delivery and client satisfaction.*
- *Collaborated with internal project teams to determine strategic vision for projects, aligning creative solutions with client objectives and brand guidelines.*

SENIOR GRAPHIC DESIGNER, SUNRISE IDENTITY

July 2012 - October 2019 // Seattle, WA

- *Maintained brand identity across multiple clients, generating creative concepts and overseeing production from concept to execution.*
- *Led design projects spanning packaging design, apparel, print material, web assets, and more, ensuring consistency and quality across all deliverables.*

EDUCATION

THE NEW ENGLAND INSTITUTE OF ART

September 2006 - August 2009 // Boston, MA

Bachelor of Science Degree - Graphic Design

SOFTWARE

Proficient in Adobe Creative Suite (Illustrator, Photoshop, InDesign), Microsoft Office, Wordpress, After Effects, XD, Figma.