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Professional Summary

Within the ever-evolving spaces our stories occupy, two important constants remain governing our success. Connection and value. Make audiences care. Make brands count. Push web experience and content. It's what I do.

Experience

Director of Content & Strategy, Allied Telesis, Bothell, WA

2016-current

Support a high-end look and feel to website with fresh and innovative ideas. Main content strategist that oversees design, maintenance and promotion of website to be used as the primary marketing tool for users. Develop international campaign strategies and implement. Manage photography and video projects, all social media accounts and contractors for photography, video, copywriting and additional design. Currently working on full site migration from Drupal 7 to Drupal 9.

Freelance Associate Creative Director & Creative Consultant, Chicago & Seattle 2006-current

Provide concept, strategy and copy for full-scale 360 campaigns that include Apple Watch apps, smartphone apps, websites and more effective UX experiences. Provide on-target writing and creative strategy to leading agencies throughout Chicago and Seattle including: Isobar US, Edelman, Ogilvy, Arc Worldwide, Tri3ect, MSI, Blue Chip Marketing, Colman Brohan Davis, New Control, Fjuri, Formative, General Growth Products, Isobar, WireStone, Merkle, Jacobs & Clevenger and G2.

Campaigns included: Microsoft, H2O Plus, Bill & Melinda Gates Foundation, Clarisonic, Pharmaca, Ritani, Glade, Ziploc, OFF!, McDonald's, Walgreens, Office Depot, The Pampered Chef, United Mileage Plus, Enterprise Rent-a-Car, Potbelly Kitchen, The Shoppes at Palazzo, Quixtar, OfficeMax, Culligan Matrix, Naked Condoms, Mercedes-Benz Visa, Harley Davidson Visa, National Safety Council, Lord & Taylor, True Value, Visa, Harris Bank, Restaurant.com, Peapod, Regions Bank, Sam's Club, CoverGirl, Charmin, Fannie May, FTD, 1-800-Baskets.com, Iams, Trupanion, Lordandtaylor.com, Men's Warehouse, Motorola, National City, Max Factor.

UX Copy Lead, Sears Holdings, Chicago, IL

2012-2014

Provided conceptual direction for searspartsdirect.com and searshomeservices.com. Involved working hand-in-hand with front-end developers, UX and visual designers to integrate responsive design into the website.

Education

Certification of Graphic Design, Illinois Institute of Art

BA in Fine Arts with a concentration in Magazine Journalism, Columbia College, Chicago

Skills

Adobe Creative Suite, Trello, Microsoft Office, Axure, Drupal, Jira, CSS, Wordpress and other content management systems, Google Docs, Google Analytics, Pardot, Salesforce.