

Brooke Van Poppelen

CREATIVE THINKER. INSIGHTFUL PLANNER. STRATEGIC COMMUNICATOR.

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Education

University of Missouri **Bachelor of Journalism**
Columbia, Missouri
2009 - 2013
Emphasis in Strategic Communication
Certificate of Environmental Studies
Certificate of Multicultural Studies

Skills

- Case studies
- Press kits
- Media monitoring
- AP style
- Press releases
- Adobe CS
- Media landscapes
- Pitch presentations
- Creative briefs
- Constant Contact
- Google Analytics
- Hootsuite
- Branding
- MailChimp
- WordPress
- Squarespace
- Basic HTML
- Mac OS

Experience

Anixter
Glenview, Illinois
September 2016 - Present

External Communications Manager
Plan and produce marketing collateral, including website copy, videos, email campaigns, social media and ad copy; analyze marketing data to devise effective marketing campaigns; conduct interviews and perform research to compile data for case studies.

Mighty Fine Media
Remote
December 2014 - Present

Freelance Copywriter and Designer
Effectively manage a portfolio of 15 clients in diverse industries, including jewelry, fashion, insurance, health and wellness, landscaping, construction and interior design; build and manage websites; write social media content, blogs, ad copy and e-newsletters.

SAGE
Addison, Texas
September 2014 - October 2015

Marketing Communications Communicator
Produced all internal and external written communications, including blogs, marketing emails, advertising in various industry publications, newsletters and website content; proofread all marketing pieces before publication; revamped blog and grew readership by nearly 1,200 percent; awarded "Rookie of the Year" in 2015.

Carillon Financials Corporation
Dallas, Texas
July 2013 - September 2014

Public Relations and Marketing Manager
Developed and presented brand strategy; managed company reputation and increased brand awareness through press releases, email marketing and social media; coordinated event sponsorships; launched direct mail campaign with a 98 percent ROI; developed video success stories, blogs and other web content to increase web traffic by 400 percent.

Oakland Hills Country Club
Bloomfield Hills, Michigan
May 2012 - July 2013

Internal Communications Manager
Managed budget and financial accounts; contributed to Club newsletter; managed web content; planned employee events; collected and tracked golf course data; computed job costing; actively recruited candidates for internship program.

Howard Hughes Medical Institute
Columbia, Missouri
January 2013 - May 2013

SciXchange Research Journalist
Worked with various labs in the Bond Life Sciences Center to publish research and lab news for a lay audience; met with organization to present and discuss research and topical articles; attended relevant events and conducted interviews to gain insight.

Health Communication Research Center
Columbia, Missouri
January 2013 - May 2013

AdZou Consultant | Account Planning
Worked with in-class agency to conduct intensive primary and secondary research to develop an integrated marketing communications plan, including a complete rebranding.

First Solar, Inc.
Brussels, Belgium
January 2012 - April 2012

Corporate Communications Intern, EMEA
Produced press kits, press releases, media landscapes, case studies and newsletters with audience of 2,000+ and 30 percent average open rate; compiled daily media monitoring report; collaborated with media to establish a positive presence in South Africa prior to new office opening; spearheaded new charitable giving program.