

BROOKE CARTER.

SENIOR CREATIVE PRODUCER

SUPERHEROES | NEW YORK, NY | 2022

Lead & oversee production for all integrated campaigns, activations, & shoots in agency portfolio. Define all end-to-end project plans, project estimations, & manage budgets. Manage vendor & influencer relations. Develop & deliver creative strategy for projects, & participate in creative development. Define & implement agency processes. Participate in new business pitches & manage client relationships.

CREATIVE PRODUCER

MEDIAMONKS | NEW YORK, NY | 2021

Oversee the production process for websites, campaigns, assets, mobile apps, & other digital products/platforms for the world's leading brands. Define, scope, & track projects; gather resources, propose & manage timelines/project plans. Serve as primary point of contact for clients & manage teams distributed throughout the globe.

B-REEL | NEW YORK, NY | 2019-2020

Partner with creative director & client to deliver creative solutions that exceed client goals. Consult with creative team to bring concepts to life & enhance creative outputs for multiple media - including digital channels, video, photo, social content, & campaigns. Serve as client lead & facilitate strong communication between creative, strategy, & client, overseeing the production process from start to finish.

ACCOUNT + PROJECT MANAGER

214 CO. | NEW YORK, NY | 2018-2019

Act as lead point of contact for clients. Build creative briefs & assist in creative concepting / brand strategy deliverables. Generate project plans, manage timelines & execute all projects in agency portfolio from start to finish. Manage internal resourcing, external talent, & vendors. Write proposals & comprehensive SOWs.

CREATIVE PROJECT MANAGER

SWITCH CREATIVE | DALLAS, TX | 2016-2018

Create, communicate, & monitor project timelines. Ensure all deliverables are on time, in scope, & on brief. Act as primary liaison between client & creative/development teams. Contribute to copywriting & brand strategy deliverables.

ACCOUNT EXECUTIVE

BIGINK PUBLIC RELATIONS | DALLAS, TX | 2015

Write press releases, news releases, story pitches, & company newsletter. Oversee PR event production. Communicate directly with press & influencers on behalf of clients.

✉ brookealexcarter@gmail.com

☎ 940.597.4008

🖱 <https://brookecarter.me>

📍 New York, NY

EDUCATION

THE UNIVERSITY OF TEXAS AT AUSTIN

Moody College of Communication

B.S. Public Relations | 2014

SKILLS

Production

Post-production

Project management

Brand strategy development

Copywriting

Content strategy

Clear communication

Account services & client management

Cost estimation & budget management

Process development

Cross-functional collaboration

Business development

Workshop facilitation

Web development

Requirements gathering

PROFICIENCIES

Google Suite

Microsoft Office Applications

Basic Adobe Creative Suite

PM Tools: Harvest, Forecast, Monday,

Trello, Asana, Clubhouse, Jira

Slack

CMS management

Basic Spanish