

BROOKE WEBER

issue

2025

BREAKING NEWS

Ready for Hire Rising Star on the Hunt for Her Next Big Role in Advertising



EDUCATIONAL JOURNEY IN CREATIVE ADVERTISING

EDINBURGH NAPIER UNIVERSITY: MSc Creative Advertising

Specialization in Strategy and Campaign Development

At Edinburgh Napier University, Brooke is completing her MSc in Creative Advertising, where she's worked on live briefs, creating integrated campaigns from insight to execution. Specializing in account management, strategy, and brand development, she has developed expertise in building strong client relationships while delivering impactful, insight-driven advertising solutions.

SOUTHERN METHODIST UNIVERSITY: B.A. Creative Advertising

Minors in Graphic Design and Photography – Temerlin Advertising Institute

Brooke's foundation was built at Southern Methodist University's Temerlin Advertising Institute, where she earned a B.A. in Creative Advertising. She sharpened her skills as an art director and designer, working on full campaigns that integrated both creative and strategic thinking. Her minors in Graphic Design and Photography enhanced her artistic perspective, while practical experience in media production and client management rounded out her education.



EXPERIENCE IN ACTION



Art Director Intern Gains Valuable Experience at Twelve Midnight Media

In the summer of 2021, an aspiring art director interned at Twelve Midnight Media Production, where they assisted with all stages of client campaigns—from ideation to post-production. They completed a self-directed creative project, showcasing their skills in production and concept development.

The intern actively contributed to brainstorming sessions for notable campaigns, including TX Whiskey and Visit Fort Worth, and collaborated with the creative director on location scouting for video shoots, including Sony Pictures Classics' 12 Mighty Orphans. This hands-on experience provided key insights into creative direction and media production.

Creative Force: Art Director Intern at Publicis Groupe (Hawkeye)

In the summer of 2022, the intern worked with Publicis Groupe (Hawkeye), where they collaborated with the account team to strategize campaign briefs. They partnered with a copywriter to create concept decks presented to senior creative leadership, including the VP Creative Director.

The intern also contributed to new business pitches, working alongside a 20-person international team, and designed treatment decks for film directors to support potential opportunities.

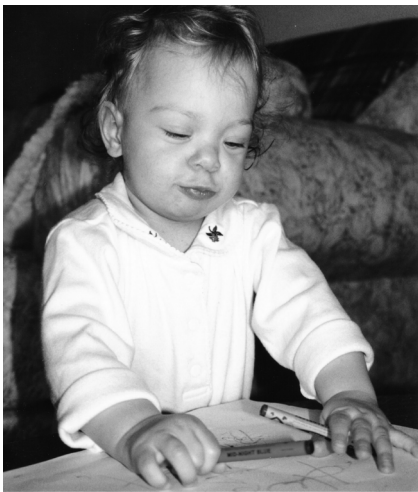
***Associate Art Director at The Magdalen House
Drives Branding and Engagement for Major Events***

As Associate Art Director, they led the creation of corporate branding and external collateral for key internal events, including outdoor banners, printed programs, invitations, and other promotional materials.

They strategically managed visual communication for two high-budget events, each with a \$100,000+ budget and over 1,000 attendees, ensuring all design elements captured the essence of each event.

In addition to print, they designed dynamic digital content using Adobe Creative Suite, creating assets for direct mail, web banners, and social media platforms like Instagram, Facebook, TikTok, and YouTube. Their creative direction resulted in a 30% increase in followers and engagement on both Instagram and YouTube, significantly boosting the brand's online visibility and audience interaction.

SKILLS



Creative Expert Combines Cutting-Edge Tools and Strategy for Maximum Impact

In today's fast-paced creative industry, professionals are harnessing a blend of innovative tools and strategic thinking to deliver high-impact work. Among them is a skilled art director who is excelling in various areas, from Adobe Creative Suite design to advanced AI prompts, including Midjourney and ChatGPT, to create compelling visuals and campaigns.

With expertise in art direction, they've mastered set design and the ability to craft visuals that tell powerful brand stories. Their work is informed by both primary and secondary research, ensuring that every project is grounded in strategic insights and market understanding.

In addition to creative direction, this expert excels in brand strategy, managing client relationships, and crafting tailored campaigns that resonate with target audiences. They also have a knack for social media content strategy, boosting engagement through visually striking and strategically sound posts across multiple platforms.

ABOUT ME



A classic American girl with southern roots, now calling Edinburgh home. A travel enthusiast and caffeine lover, I find inspiration in new places, cultures, and the everyday moments I capture through vintage film cameras (and, occasionally, my phone when I misplace my camera strap). With a solid background in strategy, branding, and design, I bring creativity and purpose to every project. I believe the best work comes from collaboration, and I'm passionate about crafting campaigns that not only look great but also make an impact. I believe that there is a power in a static image that through it you can read a story. Bring a bit of southern twang to your campaigns!

WHY ME

E L Q D Y V I P F I S G M V D
Y W G M M G O K W L K A H W W
C C C P R X Z O D O D Q B L W
C B L R I L B M K R Z Q I P Q
D V R V E R N Z Y Z J O V G R
N E I I N A T V V B R O O K E
G U T N G P T T A L E N T E D
E L T E T H A I A P J Y F K W
N C C F R A T C V R W H D I F
E H L U P M G N W E V V R N A
R I T Q R A I E F S R M I D S
O C X N R I O N N C F J V R H
U E U H K M O B E Z U F E D I
S D Q R R N I U Y D M G N A O
Y F Z D D O Y G S N I L F T N

Fashion
Brooke
Talented
Creative
Driven
Bright

Kind
Curious
Determined
Generous
Vintage
Chic

HIRE ME



YOU KNOW YOU WANT TO