



# WHITNEY BROOKS ESHLEMAN

whitney@whitneybrooksdesigns.com | 860.918.2857

whitneybrooksdesigns.com

Raleigh, NC

## SUMMARY

### SENIOR DESIGNER | CREATIVE DIRECTOR

Dedicated and knowledgeable Senior Graphic Designer offering 15+ years of experience. Adept at showcasing expert skills in creative graphic design. Looking to leverage skills and expertise into a Creative Director role.

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## WORK HISTORY

### SCOUT Bags - Graphic Designer

*Raleigh, NC • 11/2021-1/2024*

- Created layouts for wholesale digital/print catalogs and wholesale marketing collateral for biannual trade shows by maintaining brand standards that raised the number of wholesale orders
- Built retail and wholesale daily emails by facilitating UI credentials and email best practices that resulted in hitting quarterly financial goals of the company
- Developed retail and wholesale social media content by creating animated GIFs that grew audience and engagement by 20% over Instagram, Facebook, and TikTok
- Laid out paid social ads by adhering to ad standards, which grew sales year over year
- Curated e-commerce elements for Shopify and Amazon images by showing the utility of each product leading the customer to understand the product better and make a purchase
- Used my knowledge in communication to manage freelancers with their design work

### Whitney Brooks Designs - Freelance Designer

*Los Angeles & Raleigh, NC • 5/2001-11/2018 • 9/2021-11/2021*

- Strategized and produced marketing collateral, branding suites, brand storytelling, websites, digital/print advertisements, magazine layouts, Powerpoint/Keynote presentations, social media content and marketing decks for companies in industries including beauty, fashion, real estate, hospitality, building supplies and healthcare by using my specialized knowledge
- Wrote and developed email campaigns by using skilled qualifications leading to an increase in open rates by 30%
- Applied my expertise in project management to successfully manage multiple monthly clients

### Hummingbird Creative - Art Director

*Cary, NC • 11/2018-9/2021*

- Collaborated on messaging and naming campaigns for B2B and B2C by sharing my ideas and insight. Worked with companies in industries including pharma, healthcare, hospitality, tech, agriculture and professional services
- Planned, designed and presented creative pitches with my presentation skills leading to clients' excitement about their brand
- Lead creative production on branding suites, marketing collateral, signage, infographics, email campaigns and social media graphics by using my knowledgeable experience generating higher sales, followers, and subscribers for clients
- Wire framed and designed websites for desktop and mobile using UI/UX principles which resulted in higher page views
- Edited and created video content by applying my skilled background bringing clients elevated content
- Strategized and created direct marketing campaigns using my extensive print background which increased 2-4 patients/month for a dental practice
- Utilized my organizational abilities to determined timelines required to complete projects

### Lorna Jane - Graphic Designer

*Santa Monica, CA • 1/2015-7/2015*

- Visualized and produced in-store and window displays, e-commerce website graphics, postcards, look books by applying expert skill set leading to success for this fashion-forward active wear brand
- Designed, built and scheduled email campaigns by using exceptional credentials that optimized online sales
- Created social media content by using expert experience that built audience and engagement



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## WORK HISTORY

### Natural Balance Pet Food, Inc. - Graphic Designer

Burbank, CA • 7/2010-1/2015

- Creatively planned and produced promotions/coupons by applying accomplished abilities that improved foot traffic and sales in PETCO
- Developed captivating pet food packaging, marketing and trade show materials, advertisements and website images by using design proficiency that resulted in a boost in customer numbers

### TOMS Shoes - Production Artist

Santa Monica, CA • 2/2010-7/2010

- Color corrected product photos by exercising expert Photoshop skills
- Created line sheets by operating efficiently leading to a gain in wholesale distribution
- Developed in-store displays, email campaigns, landing pages and digital banners by harnessing design expertise leading to a growth in sales
- Supported creative department with production design and coordinated with vendors by calling upon communication and organization talents

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## EDUCATION

### New England School of Art & Design at Suffolk University

Boston, MA

**BFA: Graphic Design**

Cum Laude

### The S.I. Newhouse School of Public Communications, Syracuse University

Advanced Social Media Strategy Certification

Google

User Experience (UX) Design Certificate

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## SKILLS

- Proficient in Adobe Illustrator, InDesign, Photoshop, Acrobat, Premiere, Wordpress, Squarespace, NuOrder, Mailchimp
- Working knowledge of Figma, Powerpoint, Keynote, Microsoft Office, Klayvio,Shopify, NuOrder, HTML and CSS
- Production design, UX Design, wire framing, social media, B2B and B2C
- Drawing, painting, and photography skills
- Copy writing

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## AWARDS

### 2021

Bronze Winner: Summit Awards  
Platinum Winner: MarCom Awards  
Gold Winner: MarCom Awards

### 2020

Silver Winner: Healthcare Advertising Awards  
Bronze Winner: Healthcare Advertising Awards  
Silver Winner: Davey Awards  
Gold Winner: MarCom Awards

### 2019

Silver Winner: Davey Awards  
Platinum Winner: MarCom Awards  
Gold Winner: MarCom Awards  
Gold Winner: Healthcare Advertising Awards