

brooks brown

(SHE/HER)

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PERSONAL SUMMARY

A confident, creative journalism and communications professional who is self motivated, self sufficient with a strong background in traditional and current media looking for work in a variety of communications/media-related positions.

EDUCATION

University of Montevallo, Montevallo, Ala.
BFA, Fine Art

PROFESSIONAL EXPERIENCE

New York Farm Bureau, Albany, NY

Assistant Director of Public Affairs, 2019-present

- ▶ Managing editor, art director for of *Grassroots* bi-monthly newspaper
- ▶ Copy writer and editor
- ▶ Edit and design digital and printed material for organization
- ▶ Manage and edit NYFB website, social media channels, weekly e-news digest
- ▶ Design websites promoting NYFB events on WordPress

Capital Region BOCES (Board of Cooperative Educational Services), Albany, NY

Public Information Specialist/Web Administrator/e-Doc Program Assistant, 2014-2019

- ▶ Design, edit and provide content for newsletters, brochures, slide shows and interactive guidebooks
- ▶ Member of eight-person CRB website redesign team - developer, administrator, support team
- ▶ Write stories, white papers and provide social media coverage for public education topics and events
- ▶ Provide professional photography and videography for the Communications Department

The Birmingham News, Birmingham, Ala. (largest daily newspaper in Alabama)

Page Designer/Copy Editor/Content Contributor 2004-2012

- ▶ Design editor for Local News, Business and neighborhood Zone sections
- ▶ Weekend wire editor
- ▶ Copy editor/headline writer, story and content contributor

American City Business Journals, Birmingham Business Journal, Birmingham, Ala.

Design Director, Production Manager, 1999-2003

- ▶ Implemented publication's redesign
- ▶ Designed all editorial content, created infographics, art directed photo shoots
- ▶ Copy writer/editor

AWARDS/ RECOGNITION

▶ **Best Graphic Design, Best News Story, Best Newspaper 2023**

2023 American Farm Bureau Federation Annual Communications Awards for NYFB 2022 Annual Report, HPAI outbreak story and monthly newspaper *Grassroots*

▶ **Best Newspaper or E-Newsletter**, 2020 and 2021 American Farm Bureau Federation Annual Communications Awards for monthly newspaper *Grassroots*

▶ **Gold Medallion Winner**, 2018 National School Public Relations Association, Increase Your Pool of Qualified Teaching Applicants with a Targeted Campaign (photography)

▶ **Gold Medallion Winner**, 2017 National School Public Relations Association, BOCES Employee Resource Tool (BERT): Using a Social Intranet to Increase Employee Engagement

TECHNICAL SKILLS/ KNOWLEDGE

Adobe Creative Cloud, Wordpress, Google Analytics, AP style, photography, videography, illustration, web and digital document accessibility

MEMBERSHIPS/ VOLUNTEER EXPERIENCE

- ▶ Planning committee member, American Farm Bureau Federation Communications Board
- ▶ Volunteer committee member, photographer/videographer - BOCES Prom, Albany NY
- ▶ Volunteer student coordinator - BOCES Backpack Program - Albany, NY