

Ronald "Burt" Brooks

Marketing and Communications Leader

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🌐 BurtBrooks.com

A mission-driven marketing and comms. leader with over 10 years of experience in the non-profit sector. Passionate about creative problem solving and building effective marketing solutions through teamwork and data analysis.

Experience

Easterseals New Jersey

CREATIVE SERVICES MANAGER | JULY 2018 - PRESENT

MARKETING AND COMMS. SPECIALIST | FEB 2016 - JULY 2018

- Provided strategic guidance on social media, blog, PR, website, email, and print content for all internal and external audiences to promote org engagement and increase program enrollment.
- Took over direct oversight of graphic design department and intern program to ensure brand consistency and increase employee development.
- Asked to join National Marketing Council to provide strategic guidance on the organization's digital marketing plan (implemented with all nation-wide Easterseals affiliates).
- Developed key marketing campaign content strategy for monthly and year-long projects.
- Built internal and external relationships with program experts to source and develop relevant content for targeted audiences in the disability community.
- Successfully launched marketing efforts for three new programs, all currently meeting enrollment goals.
- Wrote, produced, shot, edited, and distributed internal and external video content for training and marketing purposes.

Matheny Medical and Educational Center

PERFORMING ARTS COORDINATOR & MARKETING

SPECIALIST | MAR 2010 - JAN 2016

- Developed and implemented writing system for people with profound developmental disabilities.
- Created and managed social media pages and program website.
- Researched and wrote annual grants (Awarded: NEA, Reeve Foundation, New Jersey State Council on the Arts, Kessler Foundation, Provident Bank).
- Managed staff of six for daily arts programming.
- Served as PR liaison and on-camera spokesman.

Skills

Team Leadership

DSLR Photo & Video

Copywriting

SEO/SEM

Graphic Design

Google AdWords

Social Media Marketing

Google Analytics

Public Speaking

Microsoft Office

Email Marketing

Video Editing

Adobe Creative Suite

Brand Management

Awards

- 2018 ASTRA Award Winner:
 - Electronic/Digital Advertising, Electronic Newsletters or Brochures
 - Out of Home Advertising, Outdoor Billboard
 - Public Service Campaign - Budget under \$5,000
 - Video, Corporate Video (Business/Employee)
- Easterseals New Jersey Employee of the Month - Feb. 2018 & Nov. 2019
- 2017 NJ Ad Club -1st Place: Outdoor Campaign
- 2017 & 2019 Vimeo Staff Pick - Short Film

Education

- Rutgers University - B.F.A. Theater Studies 2006
- Leadership training 2006 (DDI)