

# Brittany Broaders

## Multimedia Designer

Multimedia designer with refined skills in graphic design, video editing, digital content management, art direction, and branding; able to adhere to tight deadlines, work independently, and collaborate within group settings.

### CONTACT



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### KEY STRENGTHS

- Graphic Design
- Video Editing
- Motion Graphics
- Digital Content
- Post-Production
- Media Asset Management
- Art Direction
- Brand Management

### EDUCATION

**MS in Film & Television**  
DePaul University, Chicago IL  
GPA: 4.00/4.00  
2021-2025

**BA in Communications**  
Purdue University, West Lafayette IN  
GPA: 3.59/4.00  
2010-2013

### TECHNICAL SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Premiere Pro
- Adobe After Effects
- Adobe Audition
- DaVinci Resolve
- Avid Media Composer
- ProTools
- Salesforce
- Pardot

### Professional Experience

**Chicago Council on Global Affairs, Chicago, IL**

05/2016-12/2023

**Assistant Creative Director (04/2021-12/2023)**

Directed creative production and the overall concept, creation, and deployment of communications and marketing content. Supervised the graphic designer and media production assistant, managed creative projects outsourced to external vendors, and ensured timely completion of projects within budget.

- Led the redesign of marketing collateral, implementing the Council's updated brand strategy and identity to enhance visual consistency.
- Acted as the creative liaison for fundraising events, collaborated with in-house staff and outside vendors to design and create backdrops, signage, invitations, hype videos, slideshows, and other creative and production materials.
- Coordinated the Council's social impact storytelling strategy on Instagram; oversaw the design of promotional graphics, filming and editing of interviews and b-roll footage, which boosted engagement.

**Digital Creative Officer (10/2018-04/2021)**

Strategically developed digital content including infographics, videos, animated GIFs, and interactive web pages and microsites. Crafted marketing and communications collateral under branding guidelines, including event invitations, brochures, signage, and print advertisements.

- Produced and edited the Council's *Wait Just a Minute* video series, featuring expert interviews on foreign policy and global issues.
- Led the creative direction for the virtual Global Leadership Awards dinner—designed and maintained the event microsite, designed promotional graphics, produced and edited a promotional hype video.
- Designed interactive summaries for the Global Food and Agricultural Program's annual report that resulted in increased traffic to the report and program.

**Communications Officer (05/2016-10/2018)**

Conceptualized and coordinated outreach plans to promote events and research. Developed and distributed marketing and editorial emails; supervised email calendar and maintained targeted lists, tracked and shared analytics with content stakeholders. Reviewed, edited, and published event/research-related web content. Facilitated communications support at events; designed, reviewed, and edited presentations; and managed live-streaming and live-tweeting.

- Designed and maintained the interactive website for the 2017 Chicago Forum on Global Cities.
- Organized social media toolkits for the annual signature events to generate organic social promotion among event speakers and partners, designed promotional graphics and animated GIFs.

## Professional Experience (continued)

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**Greenlee Textron, Rockford IL**

02/2014-02/2015

***Communications Specialist***

Produced internal and external content for various communication platforms and coordinated the publication and distribution processes. Proactively worked with executive staff members, plant managers, and sales representatives to create content on the company's internal website. Drafted, edited, and headed the distribution of press releases, white papers, mass emails, and assisted in managing company's website and social media accounts. Offered communications and creative support for employee events and initiatives within Human Resources and Customer Service departments.

- Organized the Discover Flying Challenge event at Chicago Rockford International Airport with parent company Textron, which provided employees with the opportunity to learn about sister company, Cessna.
- Produced, filmed, and edited a recruitment video for Greenlee's internship program.

## Leadership & Service

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**Creatives 4 Democracy, Remote**

10/2020-01/2022

***Volunteer***

Designed graphics and produced original content to educate, entertain, and motivate citizens to participate in the democratic process.

**Metropolitan Board of the Chicago Urban League, Chicago IL**

07/2019-06/2020

***Creative Director of the Public Relations Committee***

Promoted events/services and distributed information pertinent to the organization through social media; designed marketing collateral and oversaw the brand image.