






BROOKE GORSICA

multimedia designer & creative

 BGORSICA97@GMAIL.COM  +1(757) 952-5377  BROOKEGORSICA.COM

PROFESSIONAL EXPERIENCE

DIGITAL CONTENT DESIGNER | Alpha Industries (Aug 22' - Present)

- Work with the creative team to create in-house digital marketing assets for external collaborations and various marketing campaigns.
- Light, shoot, and maintain digital library of all product photography & videography for both on-model, and off-model.
- Direct photography for photo & video sets of various scale for all in-house campaigns.
- Create digital content decks, storyboards, and photo direction to be presented for various projects both internally and externally.
- Edit digital video assets for ecom and social needs for official social media reaching 250K followers.
- Manage a creative direct-report providing feedback as well as technical and creative guidance.
- Retouching and rendering of product and lifestyle imagery with extreme attention to detail in order to maintain brand guidelines.
- Observe and engage with current fashion, trends, and social content in order to leverage content strategy to boost engagement.
- Work with external stylists, makeup artists, and models to ensure the best representation of product and efficient time management.
- Handling high-volume studio workflow with quick turnover and color accuracy for thousands of images.
- Maintain and organize in-house studio.

INDEPENDENT CONTRACTING | (15' - Present) | VA, DC, MD, NJ, NY

Cinematographer: Buddy 'Cake Boss' Valastro X Kinetic Sand, Liberty Science Center Exhibition Instructional Video, Rotary International, NAFSA 2019 Annual Conference, D.C. National Service Rally, Innovation Renovation – George Mason University

Editor: Donald Trump Sports Celebrity Golf Tournament, MSierra Photography's video promo, KUEZ Live! Christmas Tree Lighting

Graphic Design: Carlo's Bakery 80' Times Square Temporary Store Scaffolding, Carlo's Bakery Cake Slice Labels (1.5M print)

Production Asst.: HGTV's Best Homes on the Block, Universal Studio's the Enemy Within Pilot, Disney's Fairytale Weddings, Sundance & Emmy nominated VR production 'Traveling While Black'

MULTIMEDIA DESIGNER | Schott N.Y.C. (Jul 20' - Apr 22') | Union, NJ

- Developed and produced email campaigns for 80,000+ subscribers (photo, gifs video/animation, layout, design) up to a 57% open rate.
- Design & instruct production for Made in America cotton apparel including t-shirt graphics, sweater design, patches, product packaging & hang tags with notable collabs including Huckberry, Supreme, Coach & The Grateful Dead.
- Program & analyze digital analytics to track ecom activity.
- Designed & managed communication for wholesale annual 68 page catalog.
- Designed the 1st style guide for a brand with over 100 years of history.
- Shot and retouched model and still ecom product photography.
- Direct, shoot & edit multimedia content for social media including Instagram stories, animated gifs and different digital sales campaigns.

SCHOOLCRAFT STUDIO- Photographer (Sep 19' - Jul 20')
Sparta, NJ.

SHG SPORTS PRODUCTIONS - Videographer / Editor (Jul 19' - Jul 20')
Randolph, NJ.

GEORGE MASON UNIVERSITY: Videographer: (Aug 18' - May 19')
Fairfax, VA: Office of Communications & Marketing's Creative Services

SUMMARY

Work has been published on People magazine, WWD, and verified social media accounts with up to 4.2M followers. Familiar with working and directing both influencers and celebrities.

Avid doodler with a desire to tell stories through multimedia design. Creative, ambitious, self-starting and a motivated team player that thrives under pressure. A passionate professional that's adaptable to ever changing circumstances with the desire to learn and pioneer new trends.

VOLUNTEER

WEST HUDSON ARTS & THEATER CO. Member of Board / Lighting Director
(Jan 20' - present) | Kearny, NJ

ROTARY INTERNATIONAL
-Videographer (Jun 17' - present) | RYLA District 7490, NJ

- Capture & edit video highlights of student's experiences at RYLA to be used on Rotary's social media.
- Team lead for development for virtualizing the program online during the COVID-19 outbreak.

EDUCATION

GEORGE MASON UNIVERSITY
Fairfax, VA. (Sept. 15' - May 19')

B.A. College of Visual & Performing Arts Double Minor in Film and Media Studies & Event Technical Production.

- Magna Cum Laude (GPA 3.8)
- Delta Kappa Alpha Professional Cinematic Honors Fraternity

SKILLS

