

# BROOKE GORSICA

multimedia designer & creative



BGORSICA97@GMAIL.COM



+1(757) 952-5377



BROOKEGORSICA.COM

## PROFESSIONAL EXPERIENCE

### CONTENT CREATOR | Estée Lauder Co. Origins Global Creative (Dec 23' -present)

- Film and edit 360 content including social and lo-fi content to support new product launches and brand initiatives globally (video, audio, photography, typography).
- Budgeted, built, and maintain Origin's first in-house content studio to be used cross-functionally for multiple teams.
- Produce and direct in-studio product shoots for social, in store print and tray tables.
- Plan, produce and execute film shoots for various platforms including social, web, press and television (NBC Universal).
- Helped build branding parameters for Origins first 'motion' brand guidelines.
- Formalized, directed and executed the process of capturing content for marketing activations while traveling domestically across the United States.

### DIGITAL CONTENT DESIGNER | Alpha Industries (Aug 22' - Dec 23')

- 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 web & social for official social media reaching 250K followers.
- Manage a creative direct-report providing feedback, technical and creative guidance.
- Retouching and rendering of product and lifestyle imagery with extreme attention to detail in order to maintain brand guidelines.
- Handling high-volume studio workflow with quick turnover and color accuracy for thousands of images.

### 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 - GMU

**Editor:** Donald Trump Sports Celebrity Golf Tournament, MSierra Photography's video promo, KUEZ Live! Christmas Tree Lighting, Capezio SS25 NYFW

**Graphic Design:** Carlo's Bakery 80' Times Square 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', Bravo's The Real Housewives of Potomac

### 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 Huckleberry, 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.

### GEORGE MASON UNIVERSITY: Videographer: (Aug 18'- May 19')

Fairfax, VA: Office of Communications & Marketing's Creative Services

## SUMMARY

Creative, ambitious, self-starting and a motivated team player that thrives under pressure. 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. adaptable to ever changing circumstances with the desire to learn and pioneer new trends.

## VOLUNTEER

### WEST HUDSON ARTS & THEATER CO.

Member of Board of Directors (Jan 20' -present) | Kearny, NJ

### ROTARY INTERNATIONAL

-Content designer & Social Media manager (Jun 17' -present) | Northern NJ.  
- Rotaract Club of Leadership & Service

### ORIGINS GLOBAL COMMUNITY COUNCIL

Generosity Pillar Lead  
- Connect & plan volunteer opportunities to staff while developing supplemental content to strengthen brand equity.

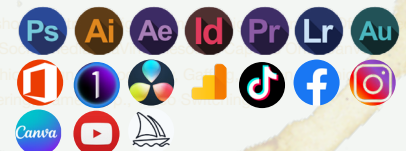
## EDUCATION

### 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



CERTIFICATIONS & LICENSES