

BROOKE GORSICA

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Content Designer and Creative Producer based in the NY metro area, specializing in photography, video, motion design, and social-first strategy. Experienced in art direction, campaign production, and influencer collaborations, with work featured in People Magazine, Hypebeast, and WWD, and across verified brand channels reaching 4M+ followers. Skilled in Adobe Creative Suite, AI-driven workflows, and cross-platform storytelling that drives measurable engagement and brand growth.

CONTENT DESIGNER | Estée Lauder Companies — Origins Global Creative (New York, NY · Dec 2023–Present)

- Designed, produced, and edited global campaign photo and video content across social (TikTok, Instagram, YouTube, Pinterest – 550K+ followers), eCommerce (Amazon, Sephora, Ulta), email, and broadcast (NBC). Integrated motion design and bold typographic systems into hero campaigns, including the brand's first new franchise launch in five years.
- Directed on-set production and conducted interviews with influencers, models, and real participants—creating content that reached collaborative audiences up to 1.5M and developing inclusive storytelling for social campaigns such as an intimate *Mega-Mushroom* series highlighting women's journeys with dark spots.
- Developed and directed the creative framework for Origins' first Amazon store launch, establishing the brand's video format, logo lockup, and visual rhythm across 30+ PLP landing-page videos now used as a template for future campaigns.
- Introduced AI-driven workflows (Midjourney, Firefly, ElevenLabs) to accelerate production, expand creative exploration, and align campaign visuals with emerging trends.
- Partnered with social, marketing, and strategy teams using DashSocial insights to optimize TikTok and Instagram performance, driving engagement and strengthening creative direction globally (APAC, NA, EMEA).
- Developed and pitched original social-first video series and lo-fi storytelling formats that expanded the brand's voice and deepened audience connection across organic channels.

DIGITAL CONTENT CREATOR | Alpha Industries, Inc. (New York, NY · Aug 2022–Dec 2023)

- Directed, shot, and edited digital campaigns and product photography for global collaborations and seasonal launches, including the Hypebeast MA-1 campaign—one of the brand's highest-performing assets with record return on ad spend.
- Built photo and video assets for notable collaborations with *New Era*, *Raggedy Threads*, and *Randolph USA*, translating brand partnerships into cohesive visual storytelling.
- Designed decks and storyboards with a luxury fashion aesthetic, contributing creative direction for seasonal campaigns and influencer partnerships while adapting concepts for cross-platform use.
- Edited and animated digital assets—including short-form video, type animation, and motion graphics—for TikTok, Instagram, Pinterest, and Facebook, helping grow an audience of 250K followers; photography published in *Hypebeast*, *WWD*, and *MR Magazine*.
- Managed and mentored a creative direct report while maintaining Alpha's in-house studio and streamlining workflows for faster turnaround and visual consistency.

MULTIMEDIA DESIGNER | Schott NYC (Union, NJ · Jul 2020–Apr 2022)

- Designed apparel graphics, patches, hang tags, embossing, and packaging for collaborations with Supreme, Coach, Huckberry, and The Grateful Dead. Created an original fair isle sweater and patch series that sold out at Urban Outfitters and Nordstrom. Photographed products and designed supporting assets—email mailers, home page banners, and printed collateral (including magnets)—to promote seasonal campaigns and collaborations.
- Produced digital and print campaigns, including email marketing to 80K+ subscribers (57% open rate) and a 68-page wholesale catalog (10K print run) distributed to retail partners.
- Created packaging for the first shoe Schott ever manufactured, designing a custom shoe box that introduced the new product category.
- Co-developed Schott's first brand style guide to unify creative direction across marketing, product, and e-commerce teams.

MULTIMEDIA PRODUCER | Carlo's Bakery (Jersey City, NJ · Apr 2022–Jun 2022)

- Shot, edited, and animated Carlo's Bakery x Kinetic Sand social content (4.9M reach); also designed large-scale Times Square store signage (80' scaffolding) and cake slice labels (1.5M printed), with video featured in People Magazine, amplifying coverage and reach.
- Shot, retouched, and created Amazon A+ content and product landing pages, increasing sales by 200% in one week.

PHOTOGRAPHER | Schoolcraft Studios (Sparta, NJ · Sep 2019–Jul 2020)

VIDEOGRAPHER | George Mason University — Office of Communications & Marketing (Fairfax, VA · Aug 2018–May 2019)

AWARDS

UNIQUE PHOTO
CREATORS CHALLENGE
2023 Winter Expo 1ST
Place Winner

BEST FILM IN FEST
DC 48HFP 2025

ADVANCED HONORS
DISTINCTION: George
Mason University

VOLUNTEER

WEST HUDSON ARTS &
THEATER
Member of Board of Directors

ESTÉE LAUDER: ORIGINS
COMMUNITY COUNCIL:
Generosity Pillar Lead
Connect & plan volunteer
opportunities for staff while
creating supplemental content
to strengthen brand equity.

EDUCATION

GEORGE MASON UNIVERSITY
(Sept 2015–May 2019)

*Bachelor of Arts, College of
Visual & Performing Arts*

Double Minor: Film & Media
Studies, Event Technical
Production

Magna Cum Laude (3.8 GPA)

PROGRAMS & SKILLS

Creative Tools: Adobe Creative Suite
(Premiere Pro, After Effects, Photoshop,
Illustrator, Lightroom, InDesign,
Audition, Firefly) · Capture One · DaVinci
Resolve · CapCut · Canva
Platforms & Strategy: Figma · Meta
Business Suite · DashSocial · TikTok ·
Microsoft Office · Social-First Campaign
Development · Content Strategy
AI & Emerging Tools: Midjourney ·
ElevenLabs · AI Workflow Integration