

Brooke M. Blind
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MARKETING EXPERIENCE

Fieger, Fieger, Kenney & Harrington Law Firm

Southfield, MI

Senior Media and Marketing Associate

September 2020-Current

- Facilitated commercial shoots and press events for Geoffrey Fieger with Kate Snow, MegTV, and local news stations
- Budgeted, planned, and executed 12 events and 9 gifts to increase employee morale
- Delivered monthly internal newsletters strengthening the communication and employee culture

Quintessence

Senior Media and Marketing Associate

- Generated 18 media publications and wrote 10 press releases to increase brand awareness
- Oversaw the development of the website while creating content and managing social media accounts
- Compiled market research on industry competitors and traveler demographics to create a target market
- Negotiated and manage new contracts with vendors, saving the company \$68K
- Purchasing, invoice processing, and rectifying monthly statements
- Strategically planned and designed booths while presenting at trade shows and special events
- From 2019 to 2021 the bookings in the month of July increase by 900%

iHeart Media

Grand Rapids, MI

Part-Time Promotions Team Member

September 2019-March 2020

Promotions Summer Intern

May 2019-August 2019

- Interacted with West Michigan communities along with clients for various stations increasing brand awareness
- Spearheaded and organized the inventory at each event, resulting in sales culminating in nearly \$10K
- Assisted in the preparation of promotional events including 15 major as well as 25 remote

Fieger, Fieger, Kenney & Harrington Law Firm

Southfield, MI

Social Media/ Marketing Intern

May 2018-August 2018

- Compiled 30 years of raw historical footage and assisted on-location commercial shooting to spread brand awareness
- Attended 11th annual PMP Marketing Group Client Retreat with the executive team in Florida to modernize the firm
- Created and ordered 3,000 attorney marketing folders
- Developed a company apparel store while managing a \$7K budget and facilitating the order process end-to-end

ADDITIONAL EXPERIENCE

Rear Ends Clothing Store

Bloomfield, MI

Sales Associate

November 2015-Current

- Achieved daily sales of over \$6K
- Led merchandising through creating visually appealing displays
- Restock and account for inventory, process transactions, and reconcile cash register at closing

Paper Source

Birmingham, MI

Seasonal Customer Service Associate

November 2020-March 2021

- Handled local digital marketing and in-store product positioning with a creative approach
- Sold and promoted seasonal products and services, exceeding target goals

Siren and Proper Lash Lounge and Brow Bar

Grand Rapids, MI

Receptionist

July 2019-March 2020

- Mastered customer service tasks and resolved customer issues with expediency
- Demonstrated efficiency in scheduling along with maintaining the upkeep of the salon

EXTRACURRICULAR

Volunteering: Organized a Walk to End Alzheimer's event within the community 20' & 21'

Certifications: Google Analytics for Beginners, CPR/AED for Professional Rescuers and Health Care Providers, Barbicide

Awards: iHeartMedia Pin 19', Panhellenic Student of the Month 17'

EDUCATION

Grand Valley State University

Allendale, MI

Bachelor of Business Administration - Marketing

May 2020

Cumulative GPA: 3.6/4.0

Honors Included: Deans List (Fall 16', Winter 17', Fall 18', Fall 19', Winter 20')