

Brook R. Corwin

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Versatile communications professional specializing in the adaptation of print and face-to-face communications into digital content and multimedia assets.

Work Experience

Instructional Technology Consultant: *UNC-Greensboro*

Greensboro, NC, 2010-present

- Coordinate development of online courses
- Project manage designers, developers and videographers
- Assist faculty in designing course curriculum for online delivery
- Edit and revise course content for web-based audiences
- Integrate social media platforms for instructional objectives
- Utilize new technologies for academic assessments
- Provide content for marketing initiatives
- Create sitemaps and wireframes for online learning objects

Freelance Communications Specialist:

Triad area, NC, 2009-present

- Write press releases and persuasive copy for web and print
- Take photographs for promotional use
- Design graphics and layouts for web and print
- Design and build basic websites
- Manage and update content for social media platforms

Intern: *Fleishman-Hillard*

Raleigh, NC, 2010

- Integrated digital communications into PR campaigns
- Helped manage client social media accounts
- Assisted on promotional photos and videos for clients
- Monitored online, print and broadcast coverage
- Pitched to traditional and new media outlets

Associate Editor: *The Messenger*

Mount Airy, NC, 2007-2009

Approximate circulation: 11,000

- Authored 5-10 published news articles per week
- Wrote weekly editorials and editorial columns
- Took photographs for news and feature articles
- Edited articles and editorials for content and accuracy
- Designed infographics and page layouts for special sections
- Updated content for the paper's news blog

Education

M.A. in Interactive Media

May 2010

Elon University

- Took courses in both production and theory on communications for the web
- Inducted into Phi Kappa Phi academic honor society
- Completed hands-on projects involving journalism, marketing and public relations
- Served as web designer for service project in Panama raising awareness for Osteogenesis Imperfecta

B.A. in Journalism and History

The University of North

Carolina at Chapel Hill

2000-2004

- 3.3/4.0 GPA
- University Editor of school newspaper, *The Daily Tar Heel*
- Three professional newspaper internships while enrolled

Software proficiency

- Adobe Photoshop
- Adobe InDesign
- Adobe Dreamweaver
- Adobe Flash
- WordPress
- Final Cut Pro
- Microsoft Office
- OmniGraffle
- HTML/CSS

Associate Editor: *The Tribune, The Yadkin Ripple*
Elkin, NC, 2007

Approximate combined circulation: 9,000

- Authored 4-8 published news articles per week
- Wrote weekly editorials and semi-weekly editorial columns
- Took photographs for news and feature articles
- Edited articles and editorials for content and accuracy
- Designed page layouts for special sections

Staff Reporter: *The Tribune, The Yadkin Ripple*
Elkin, NC, 2005-2006

Approximate combined circulation: 9,000

- Authored 4-8 published news articles per week
- Took photographs for news and feature articles
- Contributed articles and photographs for sister publication *On The Vine* magazine, covering the state's wine industry

Volunteer Experience

Communications consultant, 2009
Campaign to Elect Teresa Lewis Mayor

Planning committee member, 2007-08
NC Small Town Economic Prosperity program, Surry County cluster

Soccer coach, 2007-2009
Gentry Middle School,
North Surry High School

Community theater actor/crew, 2005-09
Surry Arts Council,
Nonesuch Players,
Foothills Arts Council

References available upon request