

Brooke Vogel

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Profile

Aspiring marketing professional with 4 years of experience in content creation and 5 years of experience in customer service. 1 year of experience in website design, Adobe Creative Cloud, event planning, and email communications. Looking to expand skills in client communication, website management, and experience with AI.

Education

DePaul University

Public Relations and Advertising, Minors in Event Planning, Communications and Media

Chicago, IL

Summa Cum Laude

Experience

Crossroads Trading

Floor Supervisor

Evanston, IL

May 2025-Present

- Oversees daily operations to maintain an effective workflow by overseeing Sales Associates.
- Ensure customers receive high quality customers service by maintaining a neat sales floor.
- Coordinate with other managers to delegate tasks, oversee staff, and to train new employees.

Pyar+Co

Freelance Social Media Manager

Chicago, IL

April 2025-June 2025

- Responsible for creating and implementing a social calendar.
- Collaborated with store owner to match brand image and goals.
- Created Reels, TikToks, and graphics promoting a limited pop-up retail store, amassing 1,000 views per video.

Lakeview East Chamber of Commerce

Marketing Intern

Chicago, IL

February 2024-September 2024

- Managed Instagram, Facebook, and TikTok, boosting engagement with targeted content; largest video amassing 56.4K views
- Increased TikTok engagement through frequent posts, the largest video amassing 11.5K views.
- Developed social calendars and SEO-friendly blogs to promote local businesses and drive traffic.
- Coordinated events, ensuring smooth execution and adaptability.

Rose Theater Intern

Intern

Chicago, IL

June 2021-June 2022

- Directed and executed social media campaigns for Instagram.
- Created and hosted a podcast using Anchor.FM., enhancing audience engagement.
- Collaborated with creative team to develop content that aligned with mission and branding.

Leadership & Activities

DePaul PRSSA

VP of Public Relations

Chicago, IL

June 2024-June 2025

- Updated website using Wix with marketing materials to enhance engagement.
- Managed member communications using MailChimp for timely updates on events.
- Created promotional content for meetings using Canva, increasing visibility and attendance.
- Organized events to connect members with industry professionals.

Brooke Vogel

Promotions Team Lead

Chicago, IL

PRSSA Midwest District Conference

December 2024-February 2025

- Created website using marketing materials to enhance engagement.
- Designed logo to effectively communicate theme.
- Created content calendar and content strategy. Delegated tasks to team members during weekly meetings.
- Coordinated event, ensuring smooth execution and adaptability.

Promotions Committee Member

Chicago, IL

Marketing Intern

December 2023-February 2024

- Implemented social media calendar, driving engagement and attendance.
- Designed promotional graphics, resulting in cohesive digital presence.
- Assisted in execution of event programs, adapting as needed, and ensuring timely transitions between sessions.

Skills

Communication: Public Speaking, Media Relations, Content Creation, Content Strategy, Event Planning, Copywriting, Media Relations

Leadership & Interpersonal: Problem Solving, Time Management, Team Collaboration, Self-Motivation, Flexibility, Delegation

Technological: Microsoft Office, Adobe Creative Cloud, Meta Business Suite, Trello, Slack, Muck Rack, MailChimp, WordPress, Wix, Canva, Anchor.FM, iMovie, CapCut, ChatGPT