

PETER C. BROOKS

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PROFESSIONAL SUMMARY:

From a higher education support professional, I transitioned to working with the Department of Commerce as a teaching artist and am looking for a full-time opportunity in tourism and economic development.

KEY ACCOMPLISHMENTS:

- Secured \$6M design build contract for Veterans Administration project.
- Produced campaigns on several digital media platforms.
- Created marketing strategies and copy for organizations and politicians including expanded social media exposure, media publishing, and advertising.

SUMMARY OF EXPERIENCE:

Executive Director | Huber V. Simmons Museum of Negro League Baseball May 2022- present

Primary responsibility for the success of the museum.

Designed and implemented fundraising programs and online games to engage youth.

Cultural Consultant | Native American House Alliance of Philadelphia February 2022- present

M.C. and organizer for Powwow and other duties as assigned.

Grand Marshall | First Indigenous Peoples Parade in New York City October 2022

Successfully brought the people together through keynote speech.

Principal | Guided Meditations with Peter Brooks March 2020- Present

Created brand and used it to win grants as a teaching artist through the Department of Commerce in Maryland.

- Developed expertise on online marketing, producing live events such as webinars, public speaking, and social media, over 10,000 followers and people engaged.

Commissioner | Maryland Commission on Indian Affairs November 2019- present

Serve the governor and the state in advisory role on issues related to Native Americans in Maryland.

Project Assistant | Brightview Senior Living March 2019-March 2020

Tracked capital projects and contributed to corporation winning customer service awards.

Director of Admissions & Career Services | Hussian College February 2017 – March '19

Provide leadership and direct strategic planning and implementation of admission plans for the Baccalaureate of Fine Arts College

- Designed and implemented student recruitment and retention strategies such as newsletters, programs,
- Enhanced institution's presence through social media campaigns, web clinics, & major event coordination including CBS News program. Website traffic increased from 400 views to 40,000 per month.

Campus Administrator | Brightwood College Towson, MD April 2016 – February 2017

- Delivered operational excellence through procurement and distribution logistics for educational supplies and marketing materials.
- Bolstered compliance to ACICS Accreditation standards [JE4] and helped maintain accreditation status at 100%

Campaign Manager | Business Development | Marketing | Consultant **April 2012 – Present**

- Worked in business development for various architecture firms in Baltimore including Mimar and Melville Thomas as a consultant assisting with proposal writing, presentations, brochures and other collateral.
- Contracted as deputy campaign manager to ensure ethical political compliance & regulations.
- Supervised 20+ staff/ volunteers; Deployed public relations strategies for public branding/ reputation; Designed political techniques for executive preparation, performance, critique, etc.

Director, Business Development | Huealat Parimucha, Healing Design **April 2011 – April. 2012**

- Developed / implemented organizational programs / policies for architecture / interior design business;
- Developed / executed new business opportunities, executive marketing plans, including the use of sub-contracting organizations / professional relationships such as vendors and consultants.
- Coordinated all components of social media, websites, printed materials for brand exposure / development

Executive Director | American Academy of Healthcare Interior Designers **March 2008 – March 2011**

- Oversaw daily administrative operations for national credentialing agency; Developed organizational/ fiduciary budget / goals. Partnered with executive management to analyze, strategize, projects; Implemented strategic planning for long-term organizational growth, drafted policies / procedures. Introduced the ANSI 17024 operational standard
- Created agency website, increased international social media marketing platforms; Supervised production of 12 web / print newsletters in addition to exhibits and various trade shows.

EDUCATION:

M.F.A., Film/TV Production, **New York University**, Lawrence Tisch Scholarship Recipient, Resident Assistant B.F.A., Communications/Systems Analysis, **McDaniel College**, Westminster, Md. Alpha Psi Omega Dramatic Arts Honor Society

PORTFOLIO:

Includes:

Explainer videos, online courses, blogs, promotional videos, animations, voice over, photography, events, meme creation, Facebook advertisings, infographics, white papers, blogs, newsletters, events, presentations, conversion services, funnels, websites, chatbots, apps, public programs, introductions, documentaries, newsletters, webinars, graphic design, interviews, flyers, lectures, demonstrations, Facebook Groups, press releases, articles, DRIP campaigns, conferences, direct mail, quizzes and questionnaires, animated gifs, clubs, contests, popups, browser notifications, DVDs, public performances, games webinars, live concerts, etc.

Tools:

Builderall, Word Press, Adobe Premiere, InDesign, Photoshop, Illustrator, Acrobat, After Effects, Microsoft Office Suite, including Sway, Vegas Video, Sound Forge, Astound, Cakewalk, Digital Cameras, TV Studio operations and field production, narrative film production, video editing, intranet programming, green screen, production, sound recording, computer troubleshooting and repair, etc.