

BROOK EASTON

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SUMMARY OF QUALIFICATIONS

Computer experience on both Mac and PC operating systems. Experience with computer design programs such as Quark, Photoshop, and PageMaker as well as word processing programs including Microsoft Word and Excel.

Personal Characteristics include: highly motivated, organized, able to multi-task in a deadline situation, detail oriented, can work either independently or with a team, creative, energetic, dedicated, outgoing.

Professional writing experience at The Gazette writing anything from personal commentary to bridal fashion.

PROFESSIONAL EXPERIENCE

2001-Present CBS News 2 Cedar Rapids, IA

SALES / MARKETING ASSISTANT

- Create Proposals and marketing materials for Sales Personnel using PageMaker and Photoshop.
- Assist with Sales Events; Beat the Pro, Bridal Showcase and 3 on 3 Basketball Tournaments.
- Organize programming changes.

1999-2001 Gazette Communications Cedar Rapids, IA

ADVERTISING ASSISTANT / LAYOUT TECHNICIAN

- Assist Sales Personnel by creating ad layouts, entering insertion orders and writing advertising copy.
- Mathematically determine the amount of pages in the daily paper, tabloids and special sections.
- Layout advertising within the newspaper, while working under intense deadlines.
- Coordinating communication between the advertising department, newsroom, ad design, and managing editor.

1997-1999 Gazette Communications Cedar Rapids, IA

NEWSROOM TECHNOLOGY ASSISTANT

- Paginate the daily newspaper, tabloids and special sections.
- Archive photos and text from the daily newspaper.
- Working under intense daily deadlines.
- Writing free-lance articles for the newspaper and special sections such as Bridal Guide and Your Home Inside and Out.

1995-1997 Jensen-Klich Supply Company Cedar Rapids, IA

CO-OP ADVERTISING ASSISTANT

- Overseeing all advertising budgets and proposals.
- Organizing special marketing events.
- Creating flyers, invitations and banners for marketing purposes.
- Coordinating communication between advertisers and businesses.

EDUCATION

AS Marketing	Kirkwood Community College	Cedar Rapids, IA
English Major	University of Iowa	Iowa City, IA