

Brooke Arthur

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Education

Bachelor of Arts, James Madison University, Media Arts & Design (creative advertising) and Spanish

Awards: Outstanding Student in Creative Advertising (2025), Dean's list (Spring 2022 - 2024), President's List (Fall 2024), 2024 Lawrence Cain Memorial Scholarship, 2024 Scholarship for Excellence in Spanish, Third Place Campaign (Tide) - 2024 National Student Advertising Competition (NSAC)

Semester in Salamanca, Spain, International Courses - University of Salamanca, September - November 2024

Experience

Editorial and Content Intern, Rappahannock Media LLC, Warrenton, VA, June 2024 - Present

- ❖ Create and publish weekly e-newsletters about upcoming leisure opportunities in and around the community.
- ❖ Assist with various editorial components of the magazine, including the real estate page, monthly "Best Of" event roundups, and snapshots of recent local news.
- ❖ Craft feature articles for the *Warrenton and Haymarket Gainesville Lifestyle magazines*, reaching over 48,000+ readers in digital and print.
- ❖ Coordinate with advertising sales representatives and catalog 300+ awardees for the annual "Best Of" competition across Fauquier, Rappahannock, Culpeper, Haymarket, and Gainesville.

Marketing and Events Coordinator, Community Engagement & Volunteer Center (CEVC), Harrisonburg, VA, August 2023 - May 2025

- ❖ Composed monthly newsletters advertising upcoming volunteer opportunities and events for 2,000+ recipients.
- ❖ Captured and edited photo content for social accounts, newsletters, digital signage, and print materials.
- ❖ Planned and executed community-focused events for students to promote engagement and connections outside of the university bubble.

DMAD Marketing Specialist, CEVC, Harrisonburg, VA, August 2024

- ❖ Generated 1,000+ impressions per post on social media profiles during the annual first-year and transfer student volunteer program, Dukes Making a Difference (DMAD).
- ❖ Produced and edited compelling photo content to increase the event's visibility on social media platforms.

Vice President, Scratchpad, Harrisonburg, VA, December 2024 - May 2025

- ❖ Co-lead a team of 70+ members to design and execute a year-long campaign for a national corporate client.
- ❖ Actively contributed to campaigns for Indeed, Tide, and AT&T and presented work at national advertising conferences in competition.

Gallery Assistant, FUNDOS Fórum, Salamanca, Spain, September - November 2024

- ❖ Enhanced visitor engagement of the intimately curated exhibit, *Joan Miró: Drawings from Beyond*, by providing weekly Spanish-language tours regarding his artwork and legacy.
- ❖ Supported the execution of high-profile cultural events and conferences, liaising with curators, scholars, and foundation professionals.

Publicist, School of Theater and Dance (STAD), Harrisonburg, VA, January - March 2024

- ❖ Designed a unique and cohesive publicity campaign for the student-produced play, *Circle Mirror Transformation*.
- ❖ Created engaging social content with personal photography targeting theatergoers and the JMU community.

Nonprofit Arts Intern, Fauquier Community Theater (FCT) - PATH Foundation, Warrenton, VA, May - July 2023

- ❖ Engaged in guest seminars and organization visits to learn about nonprofit functions and community initiatives.
- ❖ Enhanced visitor experience with social media photo content, youth arts camp management, and administrative support.