



BROOKE ROGERS

Marketing & Communications Specialist

CONTACT



Brooke.rogers0922@gmail.com



(815) 546-2210



3322 SW 8th Street
Des Moines

CORE SKILLS

- 15+ years customer service
- 10 years guest-centered programming
- 5 years management
- Avian taxidermy
- DEAL enthusiast
- Event planning and management
- Museum interpretation
- Public speaking
- Social media management
- Tour development
- Website management

COMPUTER SKILLS

- Arc GIS
- Adobe InDesign
- Adobe Premier Rush
- Canva
- Constant Contact
- Microsoft Office Suite

EDUCATION

BACHELOR OF ARTS:
ENVIRONMENTAL SCIENCE &
ANTHROPOLOGY/ SOCIOLOGY

Drake University
Des Moines, Iowa

PROFESSIONAL EXPERIENCE

IOWA STATE UNIVERSITY

Regenerative Agriculture Specialist | Bioeconomy Institute | Sept 2022 - Present

- Creative content and science communications social media manager for prairie STRIPS Instagram & Twitter, Bioeconomy Institute LinkedIn & Twitter, and C-CHANGE Twitter. Grew following and engagement by 300% in half a year.
- Builds, designs and maintains four Bioeconomy Institute websites while growing key metrics and updating sites to latest accessibility protocols.
- Develops, plans and executes in-person and virtual meetings and events for regenerative scientists, researcher partners and industry collaborators on multiple USDA awarded projects.

Innovation Program Coordinator | Student Innovation Center | Sept 2021- Sept 2022

- Developed and marketed 90+ innovation-themed and student centered programs and workshops while coordinating professional development for over 150 undergraduate Innovation Fellows.
- Established strategic plans for coordination, management and operations of signature programs such as Ignite Innovation Showcase Week, reaching a study body of 30,000+ students.

Visual Arts Interpretative Specialist | University Museums | Sept 2018 - Sept 2021

- Designed, marketed and led public art and exhibition tours for college-level curriculum that reached over 15,000 students while developing ninety public programs.
- Managed, facilitated and educated adult docents on visual literacy program.
- Project managed bi-annual exhibit installations and de-installations.

CITY OF AMES

Recreation Manager | Parks & Recreation | April 2017 - September 2018

- Supervised a staff of 80 part time employees at 4 seasonal facilities.
- Developed and maintained an \$2M operating budget, payroll and general expenses while designing recreational programs.

ADDITIONAL WORK EXPERIENCE

- Des Moines Wells Fargo Museum | Museum Assistant | April 2016- April 2017
- Greater Des Moines Botanical Garden | Guest Experience Manager | Dec 2016- May 2018
- State Historical Society of Iowa | Interpretation & Collections Specialist Aug 2014 - May 2018