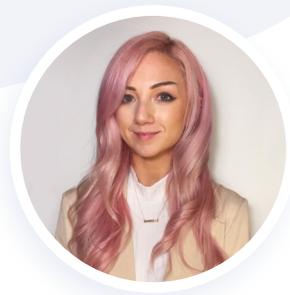


BROOKE BITTEL
DESIGN PORTFOLIO



BROOKE BITTEL

MARKETING DESIGNER

📍 Los Angeles, CA 📞 860-294-6451 ✉ brookebittel@gmail.com

🌐 brookebittel.com 🌐 linkedin.com/in/brookebittel

SUMMARY

High-performing designer passionate about building memorable brands and leading creative projects. A polished communicator confident in presenting ideas and managing cross-team projects across all levels of an organization. Skilled in industry standard platforms with a deep understanding of all levels of production. Creative and innovative, with the skills to bring ambitious project goals to fruition.

SKILLS

- Graphic Design
- Branding
- Illustration
- Typography
- Photography
- Videography
- Motion Graphics
- Web Design
- Marketing
- Social Media
- UX / UI Design
- CRM Management
- SEO
- Digital Advertising

SOFTWARE

- Adobe Creative Suite
- Photoshop
- InDesign
- Illustrator
- Premiere
- After Effects
- XD
- MS Office Suite
- WordPress
- Salesforce
- SketchUp

EDUCATION & AFFILIATION

- Adelphi University
- Bachelor's of Fine Art
- Field Hockey NCAA DII
- Academic All American
- Dean's List
- NW CT Arts Council

2020 - Present

EXPERIENCE

Kenneth Park Architects [Graphic Art & Marketing Manager](#)

Create a high end, professional presence for the firm by producing cohesive brand assets, leading thoughtful marketing campaigns, and optimizing business development communications. Curate and design all client proposal presentations and RFP responses for the CEO.

[Design & Branding](#)

- Built responsive WordPress website including all visual assets and written copy
- Created and implemented brand guidelines to unify visual identity and enhance professionalism
- Design marketing materials & create platform specific assets for optimal user engagement
- Coordinate project photography, retouch images and manage project image database
- Create proposal renderings using Photoshop and SketchUp based on CAD drawings
- Design environmental graphics for permanent and ephemeral signage

[Proposals & Presentations](#)

- Research client brand to identify tone and aesthetic, incorporate found elements into proposals
- Create sector specific case studies to show depth of relevant experience and expertise
- Tailor the firm's qualifications and team profiles to match the scope of the project

[Marketing & Business Development](#)

- Write copy and coordinate publication for advertising, press releases, and awards
- Manage CRM database via Salesforce. Research, identify and build relationships with leads
- Create all email campaigns, newsletters, outreach templates, and social media content

2018 - 2020

Mohawk Mountain Ski Area [Marketing & Design Director](#)

Directed visual identity of company both on the mountain and across all platforms. Created engaging graphics, photos, videos, ads, brochures, signage, social media content, and more.

- Produced video for television & social media. Included ads, event coverage, and interviews
- Built responsive WordPress website, created all graphics, logos, and written copy
- Created an on-site ecommerce platform for ticket sales, lessons, and rentals.
- Implemented Raspberry Pi digital display system for internal TV video advertisements in Lodge
- Owned media outreach to TV stations, publications and partnering companies
- Created Google Ads, tracked performance, managed advertising budget

2015 - 2018

Bozzuto's [Graphic Design & Social Media Manager, Photographer](#)

Led the production of content for multi-million dollar Special Olympics fundraiser event

- Designed graphics for print, web, billboards, apparel, magazines, event signage, and social media
- Retouched and published event photos to social media with written copy and custom graphics
- Created brand guides, logos and graphics for subsidiaries of the organization
- Coordinated digital and print advertising, tracked performance and ROI

FEATURED WORK

01 KENNETH PARK ARCHITECTS

Web Design

Proposals

Advertising

Blog Content

Renderings

02 MOHAWK MOUNTAIN SKI AREA

Signage

Merchandise

Advertising

03 BOZZUTO'S

Advertising

Event Graphics

01 KENNETH PARK ARCHITECTS

Web Design

Proposals

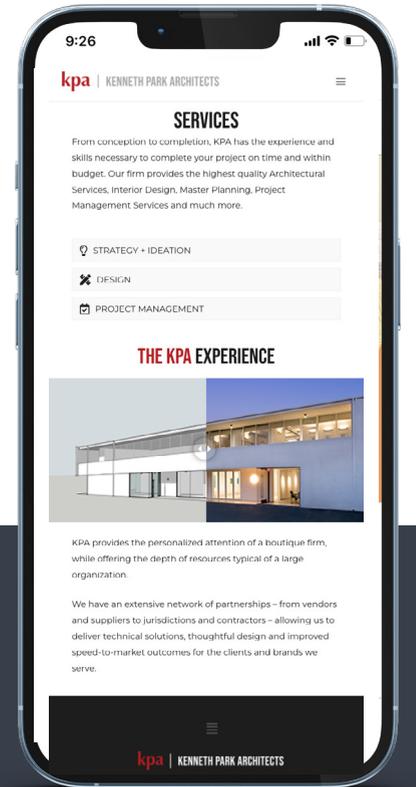
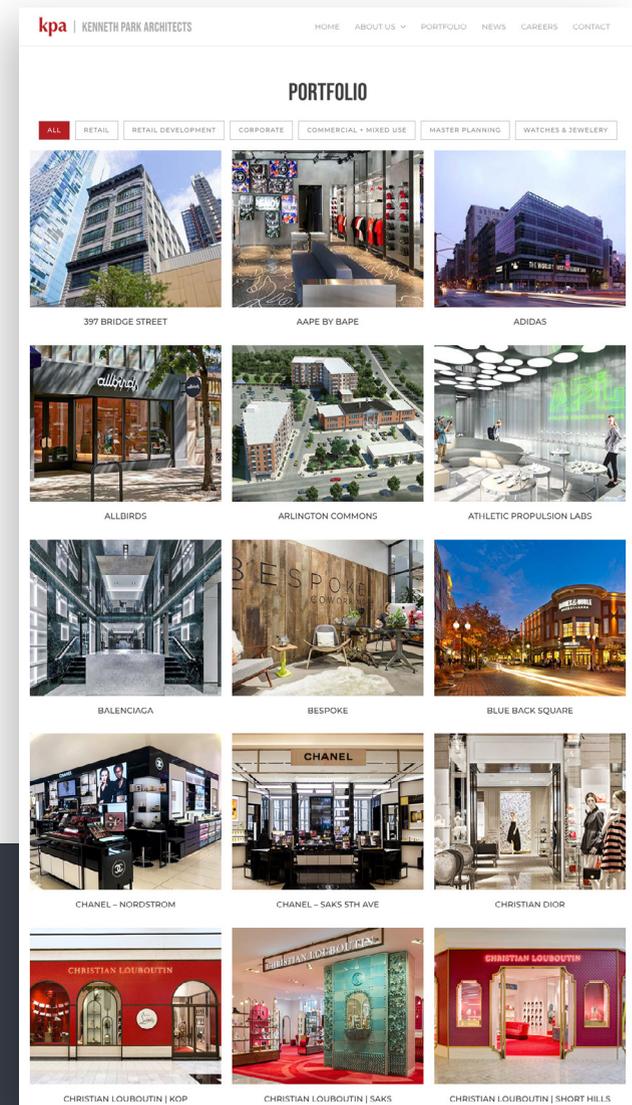
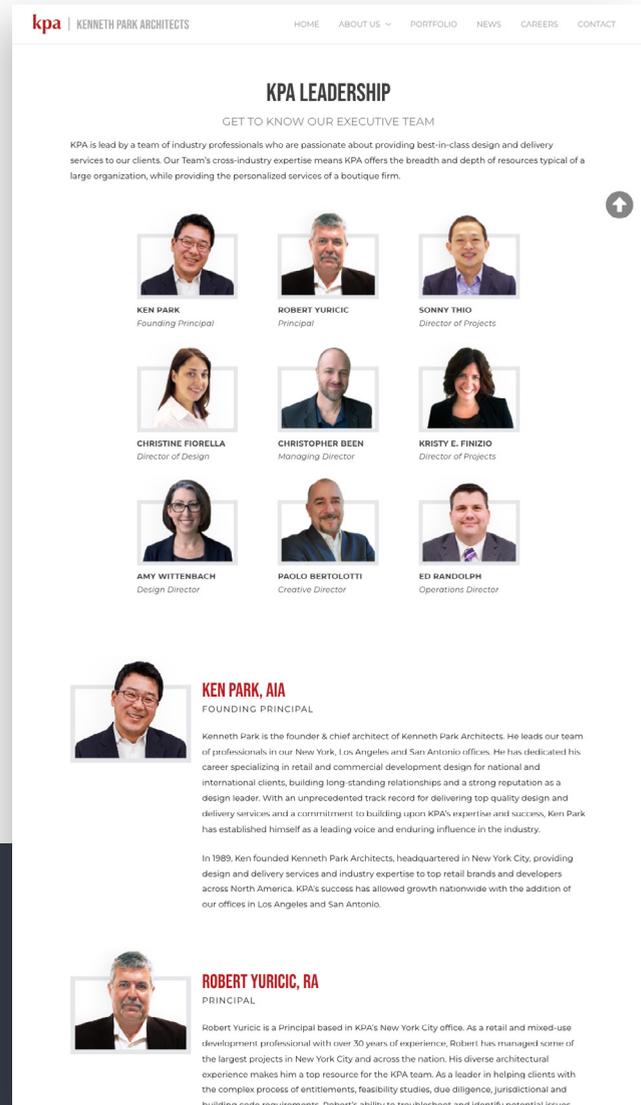
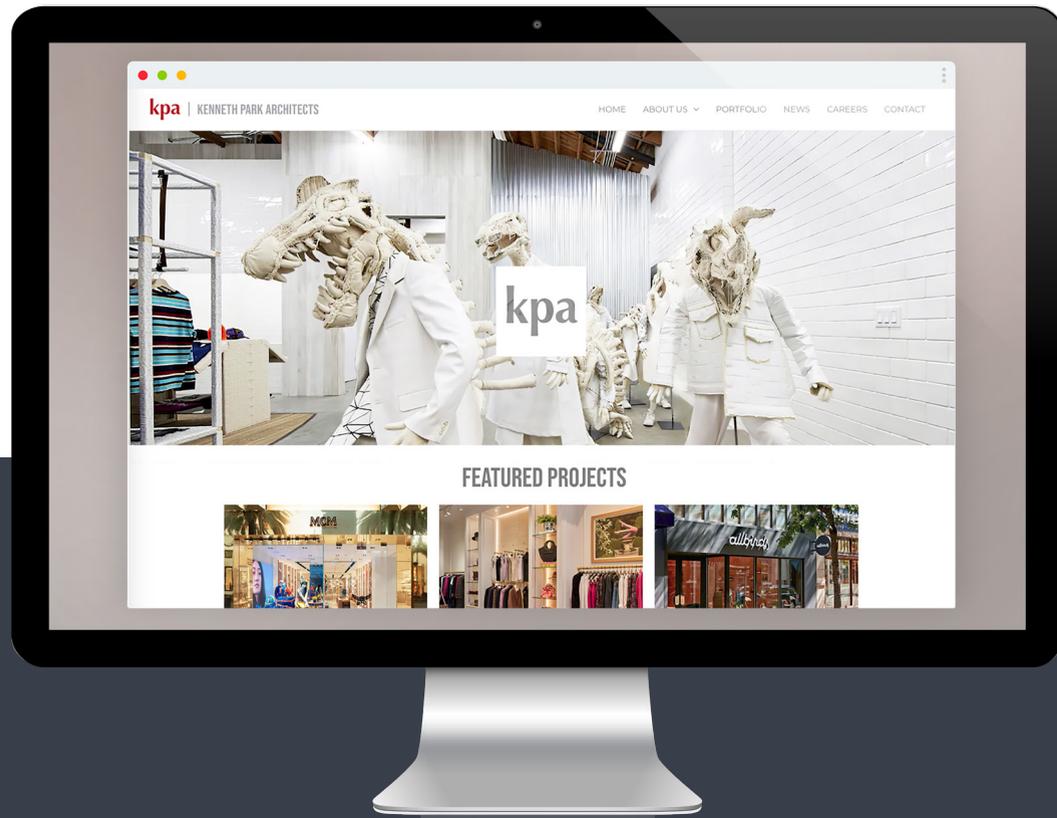
Advertising

Blog Content

Renderings

WEB DESIGN

A beautiful, functional and fast website is imperative for every business to have. As an architecture firm with a primarily luxury retail clientele, KPA's site needed to reflect the high level of professionalism and experience they bring to projects. This was achieved by a clean, modern design that allowed project photos and achievements to take center stage. The most important function of the website is to act as a live portfolio so optimized, fast loading photos and a filterable project gallery were a must.



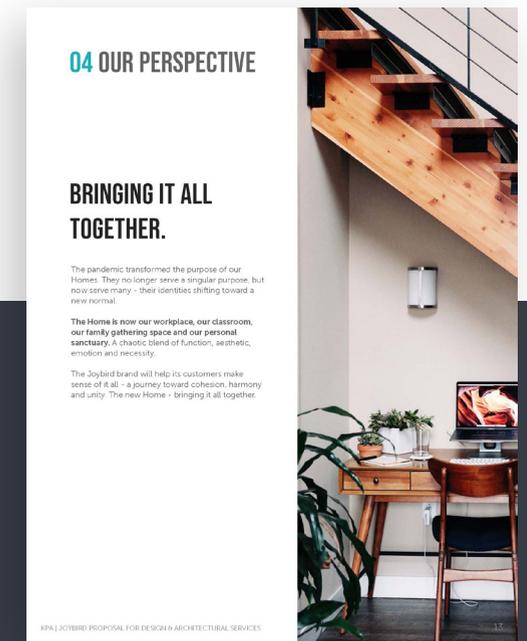
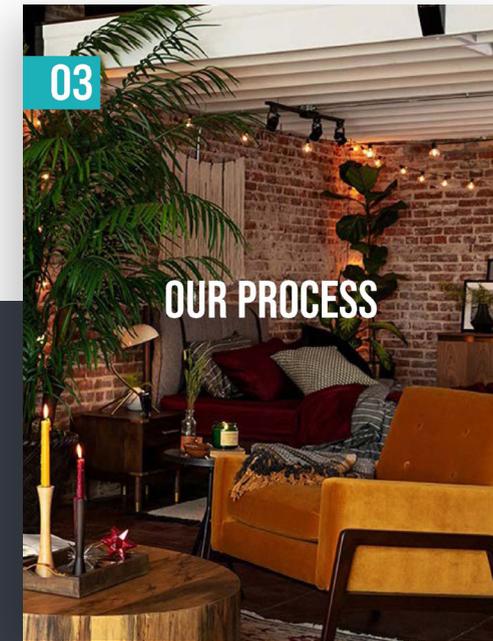
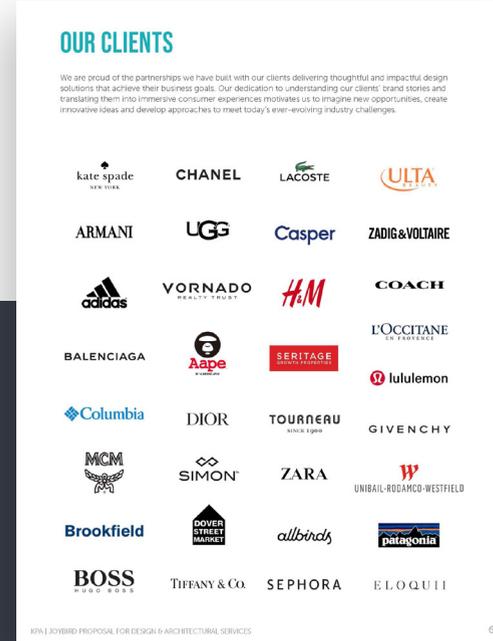
01 KENNETH PARK ARCHITECTS

- Web Design
- Proposals**
- Advertising
- Blog Content
- Renderings

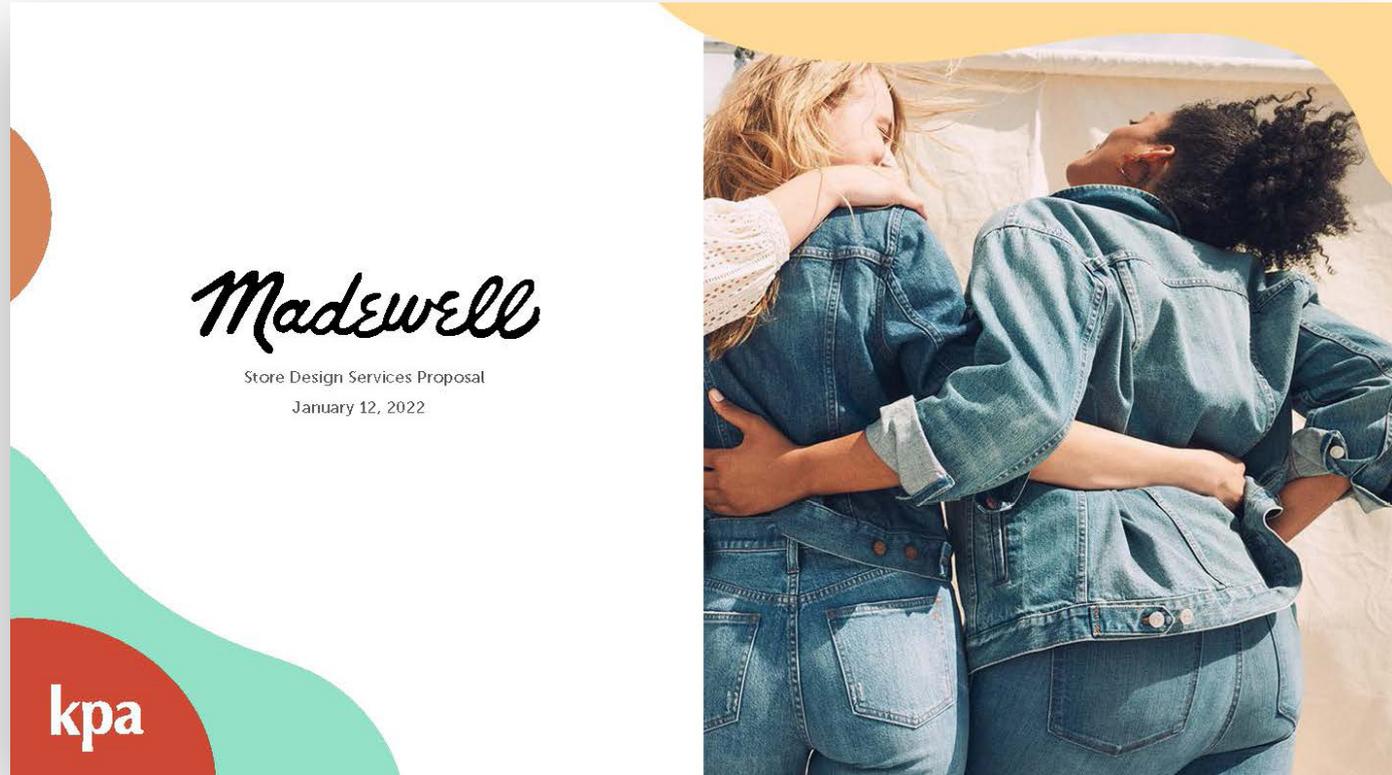
PROPOSALS

RFP responses are a unique opportunity to show that we understand the client's branding and have the relevant experience to bring their projects to life. Each proposal follows KPA branding with the addition of client brand images and small stylistic edits. In doing this our work feels like a natural fit and perfectly aligned with the client's vision.

Featured are some samples of successful proposals that resulted in new clients. These documents were created in InDesign for digital viewing, with interactive menus.

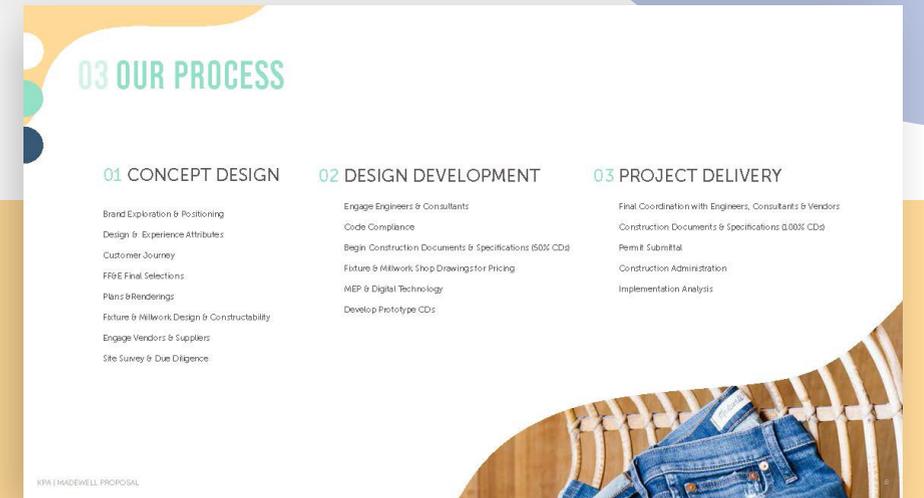
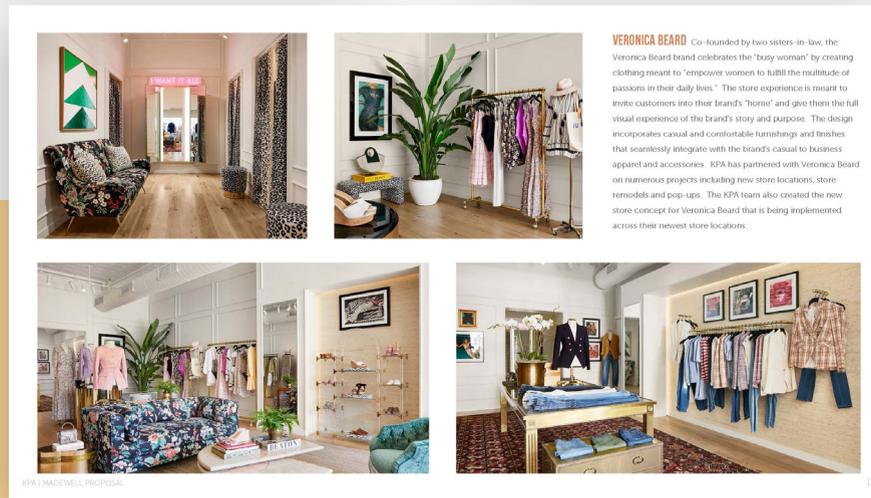


PROPOSALS



CONTENTS

- 01 ABOUT KPA
- 02 OUR TEAM
- 03 PROCESS
- 04 WORK
- 05 SCOPE OF SERVICES
- 06 SCHEDULE & FEES



ADVERTISING

In December 2021 we purchased ad space in the monthly print of American Builders Quarterly magazine. Our half page ad was printed beside the feature article of our client, Tran Vinh of Kendo Labs. The goal of the ad was to feel like a part of the feature but still bold enough to feel independent.



kpa



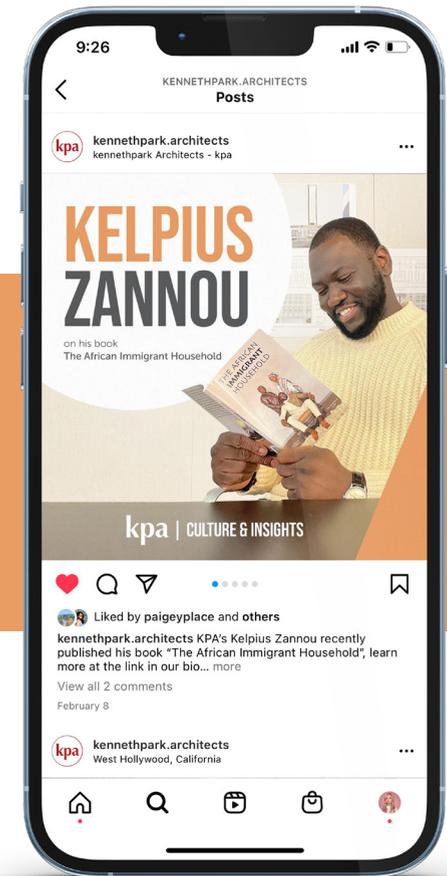
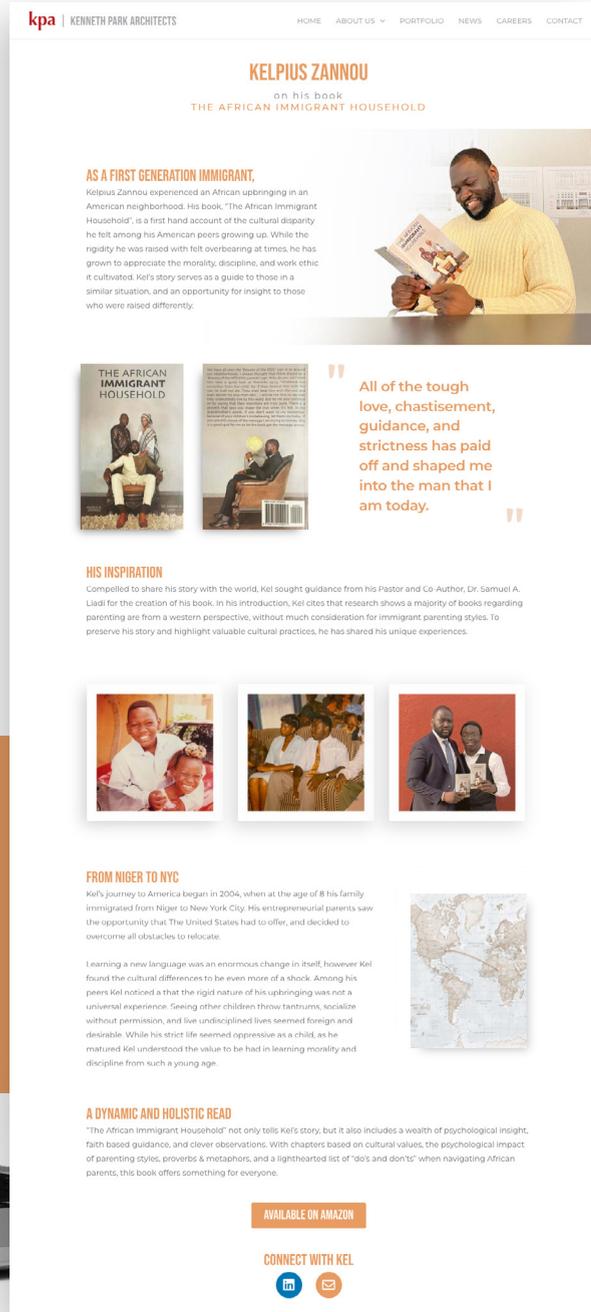
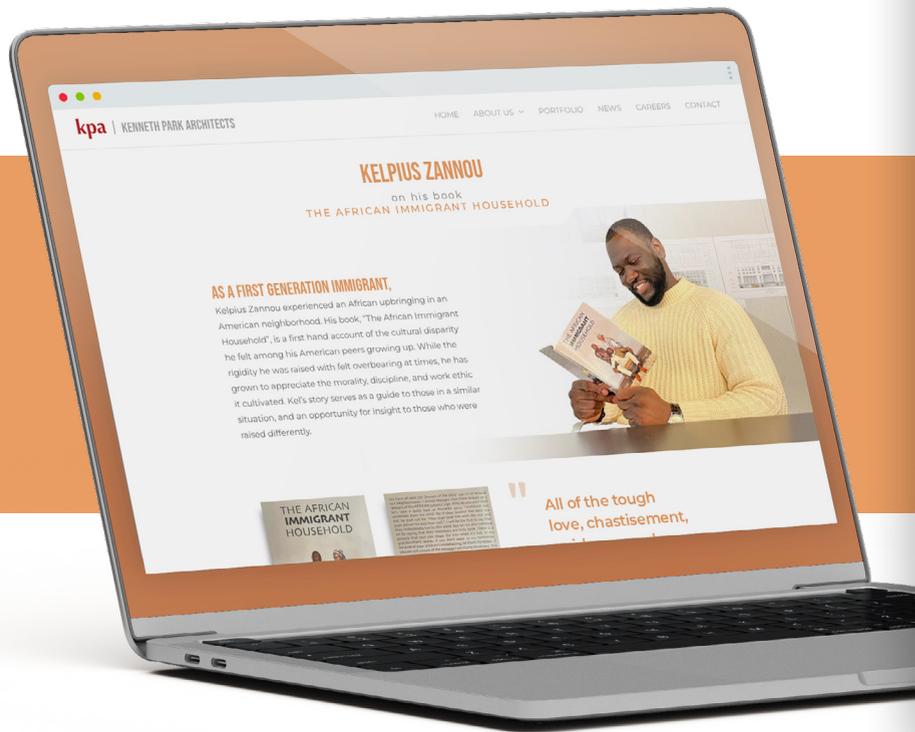
PLANNING INTERIORS ARCHITECTURE

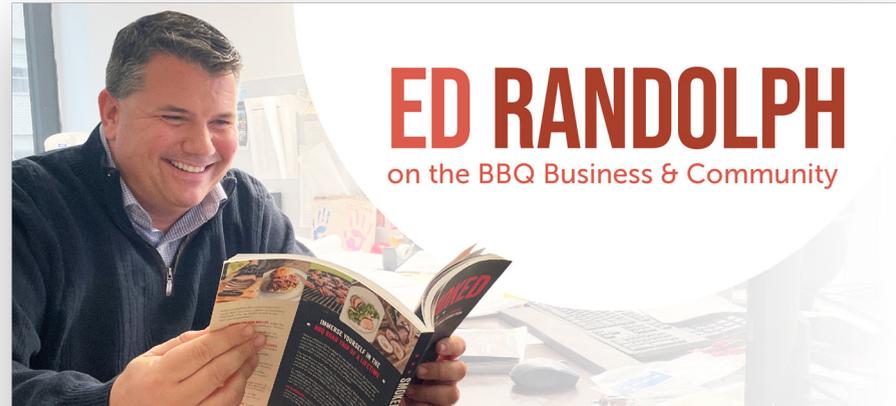


KENNETH PARK ARCHITECTS
kennethpark.com

BLOG CONTENT

Our blog served as a connection point between our company culture and firm achievements. Stories included employee features, award highlights, recently completed projects and more. Our series "KPA Culture & Insight" aimed to create a relatable element to our online presence. Retail brands are looking to connect with the consumer on a personal level more than ever, and to highlight our similar goal these posts became a frequent element of our digital marketing. All photos, graphics, written copy and web page design are my work, using Adobe Photoshop, Illustrator, and WordPress.





ED RANDOLPH

on the BBQ Business & Community

Meet the most interesting accountant

To call Ed Randolph a jack of all trades is an understatement. Between his award winning BBQ Restaurant, bestselling cookbooks, TV appearances and passion for racing, he is the definition of multifaceted. Despite his culinary success he remains humble and grateful, keeping the values of loyalty and generosity at the center of his work.

Chopped Champion and beyond

In between running his business, being a father and working at kpa, Ed still makes time to travel nationwide for cooking competitions. He began competing in 2010 and has since won awards such as "Best Pizza in CT". One of his most noteworthy victories was when he won his episode when featured on The Food Network's "Chopped" competition.

Ed describes competitions as a very unique problem solving challenge, where participants have to create stand out recipes while maintaining a level of familiarity and consistency for the judges. His focused demeanor, innovative mind and instinctual skills allow him to thrive under pressure both on set and in the kitchen.



"A barbecue cook must have an intimate understanding of his work: the physics of fire and convection, the hard science of meat and heat and smoke — and then forget it all to achieve a sort of gut-level, instinct for the process"



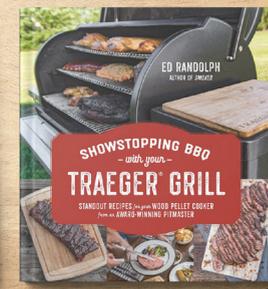
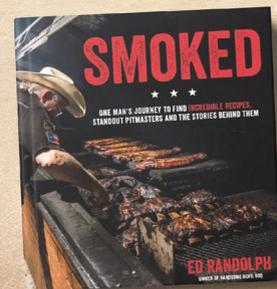
Handsome Devil BBQ

Located in Hudson Valley, NY, Ed's restaurant "Handsome Devil BBQ" is an award winning culinary brand that delivers consistent traditional BBQ both in house and on the road. Since its inception in 2012, Ed's brand has evolved from a startup company to multi state BBQ championship award winner. In 2017, Handsome Devil LLC was recognized by the Food Network as Champions for Best BBQ at the NYC Wine and Food Festival and they are the only New York BBQ company to be a feature vendor at the Memphis in May World BBQ championships. In addition, Handsome Devil has been named the principal BBQ vendor for the NYC Beer, Bourbon & BBQ festival, caterer for Warner Bros movie premiers and much more.

As local residents and small business owners, Ed and his wife Noelle are committed to providing fresh, local ingredients that make the Handsome Devil brand stand out above the rest.

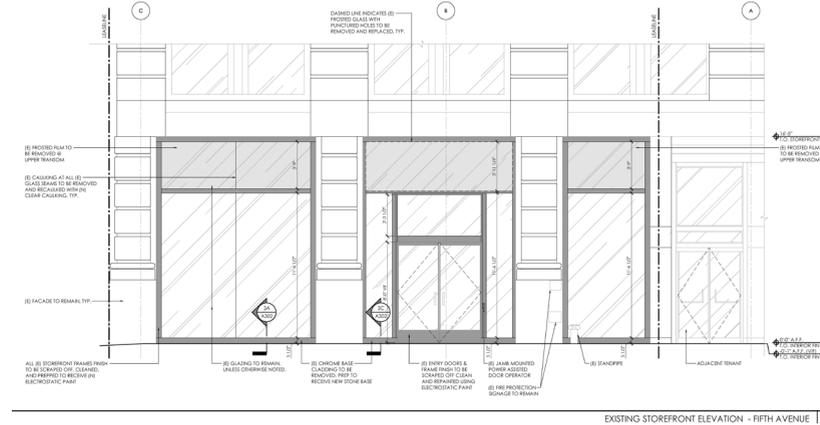
Best Selling Cookbooks

Ed & Noelle Randolph have authored 2 Amazon Best Selling cookbooks; SMOKED and Showstopping BBQ with Your Traeger Grill. They are also releasing their third cookbook "Hot and Fast BBQ for Your Traeger Grill" in April. The 1st book was an idea the pair dreamed of while visiting their favorite BBQ restaurants in the country. It took them and their 3 daughters on a BBQ road trip from coast to coast exploring some of best barbecue you sink your teeth into. The second book was inspired by Mrs. Randolph's 1st smoker, a Traeger Pellet Smoker. It's geared towards the everyday cook looking to make something a little different for a family meal.



RENDERINGS

Using Adobe Photoshop, I created realistic storefront renderings by manipulating existing project images. Based on technical CAD Drawings, I created matching materials, signage and finishes. To create a realistic depth, I sourced images from previous projects and storefronts in order to create the window displays. I also added shoppers to simulate the functionality of the space and add a dynamic element. These renderings were used for acquiring both client and permit approval.



02 MOHAWK MOUNTAIN SKI AREA

Signage

Merchandise

Advertising

02 MOHAWK MOUNTAIN SKI AREA

- Signage
- Merchandise
- Advertising

SIGNAGE

Creating clear, beautiful signage was an important responsibility of my role at Mohawk Mountain Ski Area. I created signage for a variety of uses including informational, directional, advertising, safety measures and food service. While most signage was created for print, in my final season at Mohawk Mountain I implemented a digital signage system throughout the lodge. I created custom signage rotations based on location (ex, rentals department, cafeteria, main office, snowsports center, retail shop). All photography and graphics were created by me with use of the Adobe Creative Suite.

Welcome to  **MOHAWK MOUNTAIN**

HOURS OF LIFT OPERATION

MONDAY to WEDNESDAY 9:30 am to 8:00 pm
 THURSDAY to FRIDAY 9:30 am to 10:00 pm
 SATURDAY 8:30 am to 10:00 pm
 SUNDAY 8:30 am to 4:00 pm

HOLIDAY DATES

Dec 24, 2019
 Dec 26, 2019 to Jan 1, 2020
 Jan 20, 2020
 Feb 14 - 19, 2020

TRAIL MARKINGS

- EASIEST TRAILS
- MORE DIFFICULT
- ◆ MOST DIFFICULT

RENTALS
RENTAL PACKAGES

SKI OR SNOWBOARD PACKAGE

	CHILD/JUNIOR 0-15	ADULT 16-65	SENIOR 65+
ALL DAY	\$39	\$47	\$39
AFTER 4 PM	\$34	\$38	\$34

HIGH PERFORMANCE SKI PACKAGE \$60

EQUIPMENT SEPARATES

SKI OR SNOWBOARD ONLY

	CHILD/JUNIOR 0-15	ADULT 16-65	SENIOR 65+
ALL DAY	\$31	\$36	\$31
AFTER 4 PM	\$22	\$25	\$22

SNOWBOARD BOOT ONLY

ALL DAY	\$26
AFTER 4 PM	\$20

SKI BOOT ONLY*

ALL DAY	\$36
AFTER 4 PM	\$30

HELMET ONLY \$15 **POLES ONLY \$6**

*SKI BOOT ONLY Rental includes a mandatory binding test of your skis and check of equipment compatibility. Please allow for extra time.
PLEASE NOTE: ALL RENTAL ITEMS ARE SUBJECT TO STATE OF CONNECTICUT SALES TAX.

The **SNOWSPORTS DISCOVERY CENTER**

The Snowsports Discovery Center at Mohawk Mountain offers opportunities to learn to ski and snowboard for people of all ages and abilities. We offer skiing and snowboarding lessons, either with a group or in private lessons. Lessons are not only for beginners!

GROUP LESSONS

Develop your ski or snowboard skills in a group environment, led by one of our skilled instructors.

MON- SAT & HOLIDAY	9:45 am • 11:45 am • 1:45 pm • 3:15pm • 5:00pm • 6:30pm
SUNDAY	9:45 am • 11:45 am • 1:45 pm

*Based on instructor availability

1 Hour Lesson \$47

PRIVATE LESSONS

Arrange a private lesson with a member of the Snowsports Discovery Center staff by visiting the Snowsports Discovery Center desk, or calling the SDC at 860-672-6100

\$130 OFFERED DAILY BY APPOINTMENT \$82
/ 1-HOUR LESSON / ADDITIONAL PERSON PER HOUR

02 MOHAWK MOUNTAIN SKI AREA

Signage

Merchandise

Advertising

MERCHANDISE

From season passes to retail shop items, I conceptualized and designed all of the organizations merchandise. Retail shop items included apparel, stickers, souvenirs, employee uniforms, and more. Season passes and employee badges were redesigned annually, in order to make outdated passes easier to spot. Each year the style of the pass changed while maintaining a recognizable brand identity overall.



ADVERTISING

At Mohawk Mountain Ski Area, advertising was essential to the promotion of our products, events, lessons and services. A majority of our marketing was digital with the addition of print campaigns in local publications. Graphics were aimed to feel bright, fun, family oriented and inviting. Our Digital Ads were published on social media, via google ads, and internally on our digital display system.

WOMEN'S PACKAGE \$319
BUYOUT \$450

Volkl Flair 8.0 & Dalbello DS MX 70W

For the ever improving front-side skier this package is aimed at those looking to take their game to the next level. A rock solid ski at 80mm underfoot paired with the Dalbello MX 70W for an all day comfort experience.

Side Cut 125-80-109

Radius 10.4

Core Woodcore

Camber/Rocker Tip Rocker



Arbor System (Adult) & Exit Black Boots \$319

One of the most frequently purchased models: a strict design, easy boarding, a reliable snowboard for everyday riding and running tricks. A workhorse for the frequent rider.

Deflection Parabolic Rocker

Shape Spoonhead Folding

Camber/Rocker Full Rocker

Easygoing freestyle boot for beginners and park rats alike. Soft flex makes riding more comfy in the park, traditional lacing is cozy and will have you waxing nostalgic, quick-pull internal lacing keeps your heel locked down. Thermo-moldable liner conforms to your foot's exact shape. Evolution Foam sole grips the bootpack and the parking area.



pine lodge restaurant

Come enjoy the rustic charm of Pine Lodge Restaurant! We invite you to enjoy our indoor dining or simply sip hot chocolate by the fire.

mohawkmtn.com

MOHAWK MOUNTAIN

FALL FESTIVAL CRAFT SHOW

Sat & Sun, Oct 19 & 20, 10:00AM - 4:00PM
46 Great Hollow Rd, Cornwall, CT 06753

Join us this weekend for Family Fun at our Fall Festival Craft Show! Celebrate Fall with all of your favorite activities!

Seasonal Rentals & Season Passes will be available for purchase/pickup!

Hay Rides

Trail Race

Food Trucks

Craft Show

Live Music

Pumpkin Painting

03 BOZZUTO'S

Advertising

Event Graphics

ADVERTISING

DuPont Registry Magazine

The Dream Ride Experience is an annual multi-million dollar Special Olympics charity event that includes exotic car shows, a motorcycle rally and live entertainment. With so many facets to the event, advertising was divided into sector specific campaigns based on the target audience. This first sample of work was for the car show portion of the event. Printed in DuPont Registry Magazine, I created this ad inviting car collectors and owners to partake in the car show. To appeal to this target demographic, I designed an elevated and sophisticated layout, while still incorporating the bright, bold colors of the event. This ad uses my photography as well as the branding guidelines I established while at Bozzuto's.



ADVERTISING

Digital Billboards / Ads

A large majority of advertising for The Dream Ride Experience took the form of Digital Billboards and web ads. These designs were more colorful and eye catching, with a focus on the entertainment element of the event. The audience was the general public, so the goal was to drive traffic to the website for further interaction.



3 Days of **Family Fun!**

Largest Supercar Show In The Northeast

Motorcycles • Carnival Rides • Food
Pet Adoptions • Live Music & More!

August 23rd - 25th, 2019
Farmington Polo Club

Click to visit
DREAMRIDE.ORG



EVENT GRAPHICS

Leading up to The Dream Ride Experience event was the FL2CT Motorcycle rally. This portion of the event included a group of motorcyclists riding up the east coast from Florida to Connecticut, meeting Special Olympic Athletes along the way and awarding them medals. These graphics were used to preface the days events and engage our audience online. Some years I hand illustrated the daily graphics, to create a more storybook style series of graphics. They allowed me to incorporate elements of the day that could not be photographed.



BROOKE BITTEL

DESIGN PORTFOLIO

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