

BROOKS GANDY

DIGITAL CONTENT & CREATIVE SPECIALIST

Charlotte, NC • 843-617-6250 • ABrooksGandy@Gmail.com • BrooksGandy.com



MARKETING SNAPSHOT

- 10+ Years of Marketing Experience
- 400+ Franchisees Supported
- 800+ Territories Impacted
- 21 Branch Locations Managed
- 3 National Franchise Brands Supported
- 100s of Marketing Assets Produced Annually
- Multi-Channel Expertise Across Email, Social, Web, Video, Print & CRM
- National & Local Campaign Experience Supporting Franchise Growth

SOFTWARE & PLATFORMS

Creative Tools

- Adobe Creative Suite
- Figma
- Canva
- Final Cut Pro
- CapCut
- FL Studio Pro

Marketing Platforms

- Google Analytics
- Mailchimp
- Constant Contact
- Marketing Pro
- WordPress
- Google Business Profile

Business Tools

- Microsoft Office Suite
- CRM Platforms
- Intranet Platforms
- Content Management Systems (CMS)
- Social Media Management Tools

PROFESSIONAL SUMMARY

Digital Content & Creative Specialist with 10+ years of experience developing marketing campaigns, digital content, creative assets, and communication strategies for franchise, hospitality, media, and B2B organizations.

Experienced in content strategy, social media management, SEO, email marketing, CRM content development, intranet design, graphic design, video production, and brand management. Currently supporting marketing initiatives across 400+ franchisees and more than 800 territories nationwide while helping drive engagement, consistency, and growth across multiple national brands.

EXPERIENCE

DIGITAL CONTENT & CREATIVE SPECIALIST

Main Line Brands | May 2026 - Present

- Lead content strategy and creative development initiatives across multiple national franchise brands supporting more than 400 franchisees and 800+ territories.
- Design and develop creative assets for email marketing, social media, websites, paid advertising, franchise recruitment, and internal communications.
- Manage content production workflows from concept through deployment while maintaining brand consistency across all channels.
- Design and maintain CRM content experiences to improve customer engagement, franchise communication, and marketing performance.
- Support development and ongoing optimization of company intranet platforms, improving internal communication, resource accessibility, and employee engagement.
- Collaborate with executive leadership, operations teams, and franchise owners to launch campaigns and support system-wide growth initiatives.
- Produce graphic design, video, photography, and multimedia assets used across national marketing programs.
- Monitor campaign performance and engagement metrics to identify opportunities for optimization and continuous improvement.

MARKETING COORDINATOR

Main Line Brands | May 2025 - May 2026

- Answer and resolve marketing tickets submitted by 400+ franchisees across 800+ territories and 3 separate brands.
- Create, test, and deploy scalable ad campaigns designed to drive performance across all franchise locations.
- Lead content creation efforts, with a primary focus on email marketing for the franchise system.
- Manage and distribute a bi-weekly newsletter to franchisees, ensuring consistent communication and updates.
- Oversee brand-level social media presence (Facebook, YouTube, Instagram, LinkedIn), including content publishing, monitoring, and community engagement.
- Ensure digital properties (Google Business Profiles, Facebook accounts, etc.) are structured correctly in a parent-child hierarchy to align brand and franchisee locations.
- Partner with franchisees on location-specific marketing initiatives to support local growth.
- Track and monitor key performance indicators (KPIs), proactively reaching out to franchisees with recommendations and action plans for improvement.
- Develop and implement the annual marketing strategy and content calendar to support system-wide initiatives.

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CORE SKILLS

Marketing Strategy

- Content Strategy
- Campaign Development & Execution
- Brand Management
- Franchise Marketing
- Market Research & Analysis
- Customer Journey Mapping
- Project & Budget Management

Digital Marketing

- SEO & Local SEO
- SEM & Paid Media
- Social Media Management
- Email Marketing
- Google Business Profile Optimization
- Marketing Analytics & Reporting
- Website Management
- Content Calendar Development

Creative & Content

- Copywriting & Proofreading
- Graphic Design
- Video Production & Editing
- Photography
- Creative Direction
- Content Creation
- Logo Design
- Art Direction
- CRM & Internal Communications

CRM & Internal Communications

- CRM Content Design
- Intranet Design & Administration
- Internal Communications
- User Experience (UX) Content Design
- Digital Asset Management
- Cross-Functional Collaboration

EXPERIENCE

ADVERTISING & MEDIA COORDINATOR

Smith Turf & Irrigation | September 2022 - April 2025

- Manage and optimize Google Business profiles for 21 branch locations.
- Perform regular website updates and content management using a CMS platform.
- Develop and implement effective SEO and SEM strategies to boost online visibility.
- Monitor and analyze SEO performance metrics and KPIs to drive continuous improvement.
- Design creative layouts for a variety of media, including in-store displays, signage, flyers, and digital assets.
- Oversee in-house printing and coordinate distribution of monthly point-of-sale materials.
- Design and produce trade show displays, signage, and branded event collateral.
- Create product literature, catalogs, and internal forms to support marketing and sales efforts.
- Design monthly direct mail campaigns, promotional flyers, and custom marketing materials.
- Develop advertisements for both print and digital publications, tailored to specific audiences.
- Design and produce custom vehicle graphics and decals for branded fleet marketing.
- Maintain and grow the company's social media presence while ensuring brand consistency across all platforms.

BRAND MANAGER/ SOCIAL MEDIA SPECIALIST

Celertek | April 2022 - November 2022

- Developed comprehensive brand standards including visual identity, messaging guidelines, and content strategy.
- Created and implemented a social media roadmap to establish a consistent digital presence across major platforms.
- Organized and centralized brand assets, marketing materials, and historical content to improve efficiency and brand consistency.
- Supported leadership in establishing a scalable foundation for future marketing growth.

COPYWRITER/ SOCIAL MEDIA SPECIALIST

Capital Vacations | September 2021 - March 2022 (Contract)

- Wrote, edited, and published various communications, both public and internal, including press releases, emails, and newsletters
- Designed and developed a range of media including logos, graphics, websites, and videos.
- Created and published content for all social media accounts.

EARLIER EXPERIENCE

- The List | Writer/ Ad Designer - 2016
- Playlist Magazine | Writer/Ad Designer - 2015 - 2016

EDUCATION

MAJOR IN FILM & MEDIA STUDIES, MEDIA ARTS MINOR

University of South Carolina 2011-2015