



## **BROOKE CRUMPLER**

Account Director

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### **Professional Experience**

Brooke Crumpler serves as an Account Director at MassMedia and has more than seven years of experience in marketing and brand development. At MassMedia, Brooke's responsibilities include planning and executing strategic marketing campaigns, maintaining client budgets, coordinating health care marketing efforts and developing outreach strategies in Southern Nevada.

Prior to joining MassMedia, Brooke served as the director of marketing for H&H Enterprises where she managed a department focused on creative services, product launches, brand development, and advertising. She also played a vital role in creating ad campaigns and negotiating media buys. During her time at H&H, she gained a comprehensive knowledge of marketing from digital and print advertising to event planning and execution.

Brooke earned a Bachelor of Arts degree in journalism and media studies from the University of Nevada, Las Vegas.



### ***Education***

- B.A., Journalism and Media Studies, emphasis on Advertising, University of Nevada, Las Vegas, 2010

### ***Previous and Current Client List***

- HealthCare Partners Nevada
- HCA Far West Division
- Solution's Recovery, Inc.

### ***Awards and Recognition***

- Pinnacle Awards, Public Relations Society of America
- Specialty Advertising Association of Greater New York, Customer Service Rep of the Year