

BROOKE SLADE



# PORTFOLIO

CONTENT PRODUCER + WRITER

2016



2023

# CON TENTS

- ABOUT ME
- CONTENT PROJECTS
- WRITING SAMPLES
- CONTACT DETAILS





# ABOUT

I'm Brooke, a content creator & producer and writer based in the Detroit Metro Area. I am a Philadelphia native and graduated from Temple University with a BA in a Strategic and Organizational Communications. Shortly after graduation, I relocated to New York City to pursue my dreams as a commercial, print and runway model; while also getting my feet wet in the corporate world as an advertising assistant and, later, public relations director.

In 2016, after receiving certification as a nutritionist, I launched my website and blog [brookeslade.com](http://brookeslade.com) with the intention to create community around my experience and expertise in beauty, fashion and wellness. With the launch of site, and having no staff, I dove head first into copywriting and content creation as a means to an end; however, these responsibilities quickly grew into a new passion. As a career model and former advertising & public relations professional, moving into the content creation space felt like a natural next step. In late 2016, I grew my social platforms and began taking clients for whom I created engaging photo and video content for social media, email and other digital marketing purposes. It was natural that I was the featured talent in my work, given my on-camera experience.

In 2017, I made "the big move" to Los Angeles to further pursue my dual careers, as model and wellness expert... who moonlighted as a content-creator. During my time in LA, I gained key experiences and cultivated meaningful relationships that would launch my knowledge and expertise to a new level.

In 2019, I grew my part-time passion into a full-time career as a writer and content creator. Today, I work as a content producer, writer and strategist, developing engaging copy and authentic photo and video assets for brands in the categories of wellness, beauty, lifestyle, motherhood and more.

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# HUSH PUPPIES



Creative Director, Talent, Photo & Video Editor  
Hush Puppies "Damn Straight '78" Campaign Shoot



# LINCOLN



Lincoln "100 Faces" Campaign Shoot  
Creative Director, Talent, Photo & Video Editor

# L'BEAUXTIQUE



L'Beauxtique "Count Your Sleep As Self-Care" Campaign Shoot  
Creative Director, Talent, Photo & Video Editor



# MZ WALLACE



MZ Wallace Quarterly Fashion Content Photoshoots  
Creative Director, Talent, Photo & Video Editor

# NYDJ



NYDJ Mother's Day "Love Yourself Like a Mother" Campaign Shoot  
Creative Director, Talent, Photo & Video Editor



# WRITING



## COMING CLEAN: MY SHIFT TO PREGNANCY SAFE BEAUTY WITH INNER BEAUTY COSMETICS

Inner Beauty Cosmetics  
Blog Marketing, May 2020

It can be a challenge to balance daily life, and even more challenging to do so in a mindful, healthy way. I'd like to share with you how I came to know Inner Beauty Cosmetics and how this brand has made my mom-preneur journey a little easier and, definitely, cleaner.



## REDEFINING COMFORT FOODS

Nike  
Web Article, February 2021

If you struggle with moderation, considering how a food makes you feel beyond the first bite can help you navigate any dinner (or dessert spread).



## FUNDAMENTALS OF A PLANT-BASED DIET

Nike  
Web Article, December 2020

Cutting out meat and dairy doesn't guarantee better health. Follow these five tips to do plant-based the right way.



## TALK YOURSELF INTO HEALTHY EATING HABITS

Nike  
Web Article, April 2021

For a better relationship with food, change the conversation in your head. Your new script awaits.