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Office of University
Communications

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Brooke Smith Rozmus '15 Wants to 'Make the World a Prettier Place'

Switching her major was the best thing Brooke Smith Rozmus of

photo of Brooke Smith Rozmus

Charlotte, N.C., did in her educational

journey at Gardner-Webb University. “Being a graphic designer can hardly be considered a job, as it is always fun,” Rozmus shared. “There is never a dull moment, and I am constantly offered new learning opportunities in a fast-paced, exciting and vibrant environment. One of my all-time favorite quotes is: ‘I am going to make everything around me beautiful — that will be my life,’ by Elsie de Wolfe. I am overjoyed that I have the opportunity to make the world a prettier place through my career.”

After graduating in 2015, Rozmus was hired as a digital graphic designer for Raycom Media, a television broadcasting company in Charlotte that provides service for 65 television and two radio stations across 20 states. “I create all things digital — from concept to completion,” Rozmus elaborated. “I start by working with clients to develop a genuine understanding of their brand, products, needs and objectives. After I learn these important assets, I begin creating cross-platform digital campaigns including digital ads, social media contests, web and landing pages and local promotions.”

Her GWU classes developed her design skills and gave her confidence in her abilities. “I felt as if the classes were more of an experience rather than a daily routine,” Rozmus reflected. “We would learn new things, create a project based on the topic and then present it to the class. This helped me become more comfortable talking in front of an audience, and it also gave my work a purpose. Today, I go back to those classes in my mind and find myself designing things not only because they look pretty but also for more in-depth reasons, which I discovered how to do by explaining my work in class.”

Rozmus also appreciated the University’s liberal arts core curriculum, which introduced her to a variety of other subjects. “This helped me become a well-rounded individual, gaining knowledge in areas I would not have otherwise pursued,” she observed. “It also helped me to be more open-minded, rather than focusing on one subject.”