

BROOKE ASHLEY MICKELSON

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EXPERIENCE

BROOKIES

Founder/CEO

**WEST DES MOINES, IA
2013-PRESENT**

- Creator of branded lifestyle business, utilizing personalized sugar cookies as platform
- Recipient of seven Iowa State Fair Blue Ribbons; multiple media appearances; sales have seen at least a 400% increase each year in business
- Responsible for all aspects of business – creative, operations, sales, employee management, financial

STROLLER CLASS, LLC

Owner

**WEST DES MOINES, IA
2011-2014**

- Taught and created fitness routines for mothers and babies; promote healthy lifestyle

WALNUT CREEK YMCA

Group Fitness Instructor

**WEST DES MOINES, IA
2011-2014**

- Taught fitness classes to member participants; obtain and retain Red Cross CPR and First Aid Certification

KAPLAN UNIVERSITY

Regional Director for High School Admissions

**OMAHA, NE
2008-2009**

- Directed and manage a team at six different Midwest campuses in Iowa and Nebraska
- Met high quota results, produce revenue for the high school program
- Built and retained good, strong relationships with all Midwest high school counselors, staff, and teachers

KAPLAN UNIVERSITY

High School Presenter

**CEDAR RAPIDS, IA
2004-2009**

- Conducted life skill presentations to 6,500 students in Eastern Iowa in 94 different schools
- Penetrated 70% of high schools in target market by planning three large annual events
- Asked to be head speaker at the company's nation-wide high school convention

LEADERSHIP/VOLUNTEER

THE IOWA WAVE SHIRT LLC

Co-Founder

**WEST DES MOINES, IA
2017-PRESENT**

- Created brand to sell "Iowa Wave" t-shirts to raise money for the UI Stead Family Children's Hospital
- Led PR and media efforts on behalf of the company, including more than 10 local and national stories
- Sold more than 23,000 shirts in six weeks; donated \$440,754 to Stead for pediatric research and child life improvements

ST. FRANCIS OF ASSISI CHURCH/SCHOOL

Volunteer

**WEST DES MOINES, IA
2012-PRESENT**

- Co-Spiritual Director for a group of 23 women; member of the Continuation Committee; leader of Talking Canvas

MONTESSORI CHILDREN'S HOUSE

Board of Directors

**WEST DES MOINES, IA
2012-2015**

- Set leadership and policy for school with more than 200 students in 12 classrooms

MISS IOWA USA 2004**STATE OF IOWA**

- Representative for Iowa in the 2004 Miss USA national competition live on NBC **2003-2004**
- Promoted childhood literacy, positive self esteem for women, and breast cancer awareness throughout the state
- Volunteered with numerous organizations and businesses, motivational speaker
- Spoke to schools to promote self-confidence, taking risks, and the importance of goal setting and volunteering

CHI OMEGA NATIONAL FRATERNITY**IOWA CITY, IA**

- Executive Board Member and Assistant Board Member as Recruitment Chair **1999- 2003**
- Achieved the highest G.P.A award for the entire sorority of over 135 girls

EDUCATION

COLLEGE OF EDUCATION, UNIVERSITY OF IOWA**IOWA CITY, IA**

Bachelor of Arts in Elementary Education, Specializations in Reading and Language Arts

2003

- G.P.A.: 3.65/4.00
- Dean's List; National Society of Collegiate Scholars Member
- Pi Lambda Theta National Educational Honor Fraternity, Golden Key National Honor Society

PERSONAL

- Mother of four active boys (9, 7, 5, 3)
- Full time primary caregiver for Hunter Mickelson (youngest son) who was born with a rare genetic kidney disorder that requires 24/7 maintenance (2014-present)
- Mickelson for Council (West Des Moines) Campaign Chair (2012-present)
- Public speaking: Trinity College commencement address, Young Entrepreneurs Convention keynote