

EXPERIENCE

2018 - Present

Senior Design Manager, Raleigh Chamber

- › Play a leadership role in strategic development of concepts and themes for events and other projects with Chamber departments to ensure a cohesive, coordinated final product that encompasses all visual aspects of the event/project.
- › Partner with teams across the organization, including the IT department the Membership and Development team, in the development and implementation of marketing strategies for events and projects.
- › Oversee print production and manage printing updates
- › Provide production for in-house projects, including: printing, video editing, social media marketing, photoshoot and photography direction, web development and implementation of new functionality
- › Develop and implement visual branding for all digital media platforms, publications and additional collateral
- › Developed creative and defined the target audience for multiple Raleigh Chamber campaigns
- › Prepare files for outside press, digital and video media vendors
- › Manage print, digital and video media production for quality control
- › Work with outside designers and photographers on projects, as needed
- › Ensure consistency and compliance of organizational brand and graphic standards
- › Shoot photography for use in publications and digital media
- › Research and identify design trends and insights

2017 - 2018

Web Art Director, 93 Octane

- › Developed brand logos and style guides
- › Developed design concepts for advertising digital and print collateral
- › Created best practices for website design and development
- › Crafted digital marketing campaigns and strategy
- › Develop sales and lead generation email campaigns
- › Served as photoshoot art director and photographer
- › Provided technical support to agency staff and clients

2015 - 2017

Digital Designer (Contract Position), SAS

- › Designed flexible, re-usable web page elements and templates that follow corporate standards and styles
- › Created design elements that were responsive for mobile devices, compliant with accessibility standards and usable by all employees
- › Worked cross-functionally with content creators to identify department-specific use of WordPress to create attractive and user-friendly pages
- › Created graphic elements, assets and visual treatments for the site, and a style guide

2013 - 2015

Senior Graphic Designer, Sokal Media Group

- › Conceptualize and design art including but not limited to print ads, direct mail, e-marketing, web banners, websites & storyboards for a set group of clients
- › Partnered with the Art Department to ensure deliverables stayed on target and were completed in alignment with deadlines
- › Mentored junior designers and sales staff on strategic decision making regarding appropriate art direction in high-profile projects to ensure client growth and a greater ROI

2012 - 2013

Lead/Management Graphic Designer, Trident Marketing

- › Managed the graphic development and implementation of lead generation and websites, both online and offline
- › Designed print ads, landing pages, emails, branded creative, and logos for different verticals within the company
- › Consistently stayed up-to-date of emerging technologies and best practices
- › Analyzed, reviewed, and updated business processes and business requests

2010 - 2013

Art Director, Creative Director, Front-end Web Developer, 3 Birds Marketing LLC

- › Managed the art direction from concept to implementation of multiple designers
- › Designed and developed html emails
- › Created wireframe designs for large and small screen devices
- › Designed and developed email templates for mobile devices
- › Developed email and landing page design and marketing initiatives
- › Coordinated with Art Director to implement designs based on mockups
- › Responsible for CRM email implementation
- › Created reusable widgets and modules to extend our CMS
- › Utilized feedback from the sales team and external customers during the User Experience design process to create an actionable CMS



ANDRETTI BROWN
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ABOUT

I am a seasoned creative with more than 20 years in the design and marketing fields. My career path has afforded me the opportunity to work with non-profit organizations, financial institutes, and government agencies, as well as work in both small and large agency settings. I have also had the opportunity to work in various Fortune 1000 companies. As a creative, I aspire to consistently produce unique creative ideas for brands and organizations looking to hit that niche spot. My personal mantra of "concept, design, refine & repeat", captures my view of how to be an effective creative.

CORE COMPETENCIES

- › Branding & Identity
- › Creative Direction
- › Graphic Design & Illustration
- › Motion Graphics
- › Logo Design
- › Adobe Creative Cloud Suite
- › Photography
- › Print & Web Design

CERTIFICATES

- › Virginia Commonwealth University, Certificate Executive Education, Entrepreneurial Thinking
- › Brand and Marketing Integration
- › Critical Thinking for Better Judgment and Decision-Making
- › Learning Cultural Strategy for Design
- › Advertising on Instagram (Updated)
- › Advanced Branding
- › Brand Strategy for Designers
- › Designing Emotion: How To Use Design To Move People
- › Marketing on Instagram
- › Social Media Marketing: Strategy and Optimization
- › The 22 Immutable Laws of Branding (Blinkist Summary)
- › Advertising on Facebook
- › Bachelor of Fine Arts
- › UX Foundations: Logic and Content
- › Advertising on Instagram
- › Google Analytics Essential Training
- › Instagram for Business

ACHIEVEMENTS

- › 2020 Featured photos on Pexels
- › 2020 Product photography shared by MONDO
- › 2019 Two featured photos on Marvel.com for #costoberfest
- › 2017 Rebrand of Dominion Energy Center
- › 2017 Event Photographer for TFcon
- › 2011 Web Designer Magazine "Industry Portfolio" Feature (#187)
- › 2010 CSS Design Awards Website of the Day
- › 2009 B2B Runner-Up
- › 2008 B2B Runner-Up

CERTIFICATES

- › 2015 American Graphic Design Award (3)
- › 2014 American Graphic Design Award (3)
- › 2013 AAF Division III 1st Place ~ Art Direction
- › 2013 AAF Mosaic Award
- › 2013 AAF-RDU Silver Addy Award Winner ~ Art Direction
- › 2012 AAF-RDU Silver Addy Award Winner ~ Web Designer
- › 2011 Pixel Award s People's Champ in the 6th annual
- › 2007 Interactive Gold Award

EDUCATION

- › Virginia Commonwealth University, B.F.A., 1999