

Heather Brady

CREATIVE DIRECTOR
BRAND CONSULTANT
SENIOR DESIGNER

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HeatherBradyCreative.com

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[LinkedIn](#)

Expertise

BRAND STRATEGY

logos, voice and story, innovation,
analytics, brand guides,
customer experience

PRINT DESIGN

layout, typography, booth design
event materials, forms, posters,
banners, signage, playbooks
Adobe Creative Suite

DIGITAL DESIGN

ads, banners, emails, website, media,
virtual events, apps, campaigns
XD, HTML, Figma, Pardot

LEADERSHIP

communication, project
management, time management,
mentoring, organization, collaboration

SOCIAL MEDIA

LI, FB, X, IG, analytics, campaigns,
content and calendar management,
Hoot-suite, Sprout

MARKETING

emotional intelligence, proactive
approach, adaptability, multitasking,
storytelling, honesty, persuasion, critical
thinking, analytical skills, empathy

HB

I am a self-motivated, goal-oriented creative director with 20+ years of experience in helping people build brand recognition and grow their businesses through marketing and design efforts. My leadership style is very collaborative with open communication and collective problem-solving!

Experience

CREATIVE DIRECTOR

MEDOVENT SOLUTIONS (Healthcare Staffing & Recruiting) Remote 2023 - 2024

- Brand strategy, redesign, and implementation
- Website execution, design (XD & WordPress) & development (PM-IT-Kinetix)
- Positive and proactive manager of marketing team
- Implemented employee recognition program (Recognize w/ SharePoint)
- Social media management - LI, FB, IG, content calendar, campaigns, analytics
- Project management/design for national conference efforts - utilizing AI
- Close collaboration with C-suite & stake-holders

FREELANCE & CONSULTING

Brand Strategist, Creative Director, Senior Designer

EVIDENT LEARNING 2020 - Current

SYNEOS HEALTH (Pharmaceutical Marketing Agency) 2019 - 2023

IMAGE 1 (Workflow Software) 2019 - 2023

TERRAMAR (Environmental Consulting) 2020 - 2021

NO LIMIT TECHNOLOGY (Staffing) 2016 - 2018

CREATIVE MANAGER - BRANDING & SOCIAL MEDIA

EVO PAYMENTS (Payment Processing) Remote 2018 - 2021

- Directed all social media, LI, FB, X, Hootsuite, Sprout
- Managed creative team of 4
- Collaborated across multiple channels to develop strategies and solutions
- Email marketing campaigns (Pardot, CSS, html)
- Created print and digital marketing materials, emails, landing pages
- Developed and maintained company websites (WordPress, html, CSS)

DESIGNER - PRINT & DIGITAL MARKETING

CATALINA MARKETING (CPG Advertising - Big Data) Clearwater, FL 2014 - 2018

GRAPHIC DESIGN - PRINT & WEB

CLUB Z! (Healthcare, Sports, Education) Tampa, FL 2012 - 2014

PUBLICATIONS MANAGER

LA JOLLA MUSIC SOCIETY (Non-profit Arts Organization) La Jolla, CA 2006 - 2009

INTERN WEB-MARKETING (HIRED FULL-TIME)

TECHDATA CORPORATION | CLEARWATER, FL 2005 - 2006

Education & Certifications

BACHELOR OF FINE ARTS - GRAPHIC DESIGN | GPA 3.985

INT'L ACADEMY OF DESIGN AND TECHNOLOGY - TAMPA, FL 2006

LEAN SIX SIGMA YELLOW BELT 2017