

# HEATHER BRADY



CREATIVE MANAGER  
BRAND CONSULTANT  
SR. GRAPHIC DESIGNER

## EXPERTISE

### BRANDING

logos, identity, voice and story,  
management, brand guide, strategy

### PRINT DESIGN

layout, typography, ads, multi-pg. docs,  
event banners, forms, posters, logos

### DIGITAL DESIGN

ads, banners, emails  
website graphics/media

### SOCIAL MEDIA

graphics, campaigns,  
content calendars, strategy

## SKILLS

INDESIGN

PHOTOSHOP

ILLUSTRATOR

WORDPRESS

## PROFILE

I have 16 years of experience as a print and digital designer and art direction focusing on brand and social media management. I really enjoy helping people bring their ideas to life and create a visual story and voice for their business. Brand integrity excites me while being creative brings me joy. When not working you can find me painting, reading, practicing yoga, and hangin' at the beach with my family.

## EXPERIENCE

### FREELANCE SENIOR GRAPHIC DESIGNER (STUDIO)

SYNEOS HEALTH | REMOTE 2021 - CURRENT

- Print & Digital Design - branding, flyers, website and landing pages, posters, cards, logos, emails, social media (LinkedIn Campaign Manager, Facebook Creative Hub) storyboards, branding & logos, banner ads

### FREELANCE CREATIVE DIRECTOR & GRAPHIC ARTIST

IMAGE ONE, NO LIMIT TECHNOLOGY, TERRAMAR, FirstService RESIDENTIAL - 2007 -CURRENT

- Brand consultant, web design, social design and management, layout print & digital

### CREATIVE MANAGER - BRANDING, SOCIAL MEDIA & DESIGN

EVO PAYMENTS | TAMPA, FL 2018 - 2021

- Managed corporate branding, brand guide, asset repository
- Administrator intranet site (Thought Farmer)
- Create print and digital marketing materials for B2B, eComm, and Direct Sales
- Managed social media - content calendar, campaigns and posts (Sprout & Hootsuite)
- Employee engagement committee leader & core member
- Developed and maintain company websites (WordPress)

### DESIGNER - PRINT & DIGITAL MARKETING

CATALINA MARKETING | ST. PETERSBURG, FL 2014 -2018

- Print layout and design Adobe CS
- Interactive digital marketing
- Branding specialist

### GRAPHIC DESIGN - PRINT & WEB

CLUB Z! | TAMPA, FL 2012 - 2014

### GRAPHIC ARTIST - PRINT PRODUCTION

IN THE NEWS, INC | TAMPA, FL 2009 - 2010

### DESIGNER - FINE ART CONSULTANT

FINGERHUT GALLERY | LA JOLLA, CA 2007 - 2008

### PUBLICATIONS MANAGER

LA JOLLA MUSIC SOCIETY | LA JOLLA, CA 2006 - 2007

### INTERN WITH TEMP. POSITION

TECHDATA CORPORATION | CLEARWATER, FL 2005 - 2006

## EDUCATION / CERTIFICATIONS

### BACHELOR OF FINE ARTS - GRAPHIC DESIGN

INTERNATIONAL ACADEMY OF DESIGN AND TECHNOLOGY - TAMPA, FL 2006

LEAN SIX SIGMA YELLOW BELT - 2017



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