

Brandy Martin

A creative professional with many years of experience developing strategy, design, and content that effectively engages audiences. I am an effective communicator that grasps the importance of meeting deadlines while also having a great passion for design.

WORK EXPERIENCE

Freelance Designer

Freelance / January 2010 - Present

- Coordinate with various marketing partners to fulfill client requests
- Maintain brand aesthetic consistency throughout all marketing materials

Senior Visual Designer

Included Health / May 2021 - July 2022

- Integral partner in brand redesign
- Maintained aesthetic consistency throughout all marketing materials throughout rebranding
- Collaborated with Editorial, Product Marketing, Social, and Creative Teams to design marketing video assets

Senior Designer

Rejuvenation / June 2018 - April 2021

- Partner with the Brand Team in digital campaign concepting and execution
- Review previous email analytics to inform future creative
- Manage Creative Team's tasks and create emails (design/code), social media posts, and retargeting ads
- Translate the catalog into a digital space while collaborating with the Web Team for cohesion

Art Director / Senior Designer

ILF / December 2016 - March 2018

- Engaged and inspired growth of roughly 1 million site visitors for the global consumer products company with annual revenues of ~\$60M
- Oversaw and created web sliders, emails, social media images, animated banners, and photo retouching for products and promotions

Lead Designer

CLEAResult / February 2015 - December 2016

- Created promotional displays, various marketing materials e.g. brochures, flyers, posters, signage, environmental graphics, banner ads, and emails
- Employed color, type, illustration, photography, and various print/layout techniques based on unique brand guidelines for various clients

CELL 818-399-8258

EMAIL BRANDY@BRANDYCANDOIT.COM

PORTFOLIO BRANDYCANDOIT.COM

LINKEDIN [BRANDY-MARTIN-DESIGNER](https://www.linkedin.com/in/BRANDY-MARTIN-DESIGNER)

EDUCATION

Web / Interactive Design

Austin Community College

Visual Arts

Santa Monica College

TECHNICAL SKILLS

Adobe Creative Suite (ex: Photoshop, Illustrator, Indesign), Microsoft Office, Google Suite, and various CMS and project management systems with the proven ability to learn unfamiliar tools quickly.

ONGOING WORK

I have been a freelance designer via my own operation, Brandy Can Do It, since 2010.

OTHER STUFF

I have served on the AIGA board for both The Texas Show and Design Ranch. I offer my services to various nonprofits through the organization Volunteer Match.